VIRTUAL FUNDRAISING

For decades, nonprofits have leveraged fundraising events to engage their communities, raise vital funds, and increase awareness of their mission. As the world has changed, so have the ways in which we connect and contribute. MobileCause is here to help you navigate these new landscapes:

1. **Virtual Gala**
   - **WHAT:** Host a virtual gala using our virtual event platform. You can choose from a library of themes, customize your event, and invite guests to join from anywhere in the world.
   - **HOW:** Use virtual event software to set up your event, stream live, and capture donations. Host mini-auctions, raffles, and games to keep attendees engaged.

2. **Virtual Auction**
   - **WHAT:** Host a virtual auction to engage participants and raise funds.
   - **HOW:** Set up a virtual auction with a variety of items and experiences. Track winning bidders through votes or total amount of donations received. Determine how much each vote is worth ($1, $5, $20) and award the winner.

3. **Silent Auction**
   - **WHAT:** Host a silent auction to engage participants and raise funds.
   - **HOW:** Set up a silent auction software, and host a virtual competition where people can bid on and acquire items for the highest donation amount. Accept payment when the auction has closed.

4. **Opportunity Drawing**
   - **WHAT:** Host a drawing for a chance to win a large prize.
   - **HOW:** Supporters enter for a chance to win one large prize or rewards for most raised, highest increase, etc. Have weekly challenges and provide fun and inexpensive items to share on social media. Provide them a dedicated keyword and shortcode for easy (and remote) donations.

5. **Virtual Charity Run**
   - **WHAT:** Host a virtual charity run to engage participants and raise funds.
   - **HOW:** Create a virtual run challenge and provide fun and inexpensive items. Supporters pledge to run or walk any number of miles, and track their progress.

6. **Peer-to-Peer Challenge**
   - **WHAT:** Host a peer-to-peer challenge to engage participants and raise funds.
   - **HOW:** Turn your event’s table captains into Peer-to-Peer challenge leaders, and provide fun and inexpensive items. Share your fundraising appeal while streaming live and/or pre-record your event and share via social media.

7. **MNO TV**
   - **WHAT:** Host a virtual fundraising event and invite guests via direct mail, mobile messaging, and social media.
   - **HOW:** Make your fundraising appeal while streaming live and/or pre-record your event and share via social media.

With these ideas for a virtual fundraising event, you’ll be ready to engage your community and maximize your impact. Learn more at mobilecause.com.