

TOP TIPS FOR VIRTUAL FUNDRAISING



Choose your platform

When organising a virtual event, there are many different online platforms available that you can use to host your fundraiser. For example, Zoom, Google Hangouts and Skype all provide video call options, however Zoom can sometimes cut you off after 40 minutes if you do not upgrade. Give them a try and find the one that suits you.

Share the details

Choose a date and time that works best for you and your network. Give your participants instruction to navigate your chosen platform in advance and when the time comes for your event to take place, everyone should be set up and ready to go.



Asking for donations

If you are hosting a quiz, bake off or teaching a class you can ask individuals to donate directly online at europe.mercycorps.org/donate. Make sure they let us know in the 'Comments' that they are donating towards your fundraiser. Alternatively, you can set up a fundraising page on a platform like JustGiving. JustGiving is a great way to keep track of donations, and if you're setting yourself a personal challenge in aid of Mercy Corps it is an easy way to keep your supporters updated.

How do you set up a JustGiving page I hear you ask...head to www.justgiving.com/mercycorps and select the orange button 'Fundraise for Us' to create an account, set a target and upload a photo.

Spread the word

Share our story and spread the word about your fundraising. Our website europe.mercycorps.org is full of information, pictures, facts and stories from the field you can use when explaining our work to family, friends and colleagues.

Please tag us in any social media posts about your fundraising, we'd love to hear from you!



We're here to help

If you would like any more guidance or advice on setting up a virtual fundraiser then please feel free to email us at fundraising-europe@mercycorps.org. Your fundraising efforts during this time are so powerful in helping us reach vulnerable communities affected by COVID-19. Thank you!