

Virtual fundraising guide

Stay connected | Do good | #endhomelessness

www.mungos.org

St Mungo's
Ending homelessness
Rebuilding lives



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Registered Charity No. 1149085 Company No. 8225808 (England and Wales) Housing Association No. LH0279



Welcome

From getting creative in the kitchen to hosting a group get together, there are so many ways you can support our work virtually.

This guide has fundraising ideas as well as practical tips for collecting donations and where to host your event. If you still have questions after reading it, just get in touch with the team.

Our supporters constantly amazed us through 2020 with their creativity and determination to keep helping rough sleepers. From virtual physiotherapy sessions, to virtual DJ sets to live-stream haircut tutorials, people like you have kept supporting us through the most challenging times.

Rough sleeping increased during the pandemic in some areas. We are seeing a wave of first-time rough sleepers arriving on the street, having lost jobs, income and accommodation. We're determined to be there for them all and with your support, we will be.

Thank you for supporting St Mungo's.

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Virtual fundraising ideas



1. Set up a book club

Stay busy with reading and have a reason to regularly connect with loved ones.

- Pick a date for your book club and decide how regularly you want to host them.
- Invite your friends and family and pick the first book the group will read
- Set up your fundraising page and ask guests to donate before you meet.
- Get together on the day, discuss the book and connect with loved ones.
- Nominate someone else to choose the book for the next meeting



2. Quiz night

An enduring lockdown favourite for a reason.

- Pick a date and invite friends and family.
- Ask all players to prepare a round in advance
- Fun bonus rounds include –create an animal out of tin foil or who can do the best impression of a famous person
- Set up a JustGiving page and decide on your entry fee. Around £5 is standard.
- Share the link and enjoy the night! And why not make it a weekly event?



3. Auction of promises

What do you dare offer to another?

- Make a list of things you can do for friends and family – and ask your guests to do the same.
- Examples include make dinner for a friend and deliver it socially distanced or offer to be their personal taxi for a week when restrictions allow.
- Ask everyone to write and share their list of promises. Plan a time/date/platform for your auction and get bidding.





4. Skill share

What are you good at?

- Pick your skill! Are you a budding yogi, have you been practising magic tricks over lockdown or maybe you're a great cook.
- Choose your platform. Choose your date. Choose your time.
- Invite friends and family to learn your skill and host your class.
- Ask for a donation to attend your class!



5. Personal pledge

What promise will you hold yourself to?

- Learning Spanish? Running 5k a day for 30 days? Baking 100 cakes in an hour? Giving up coffee or chocolate? Shaving your hair off?
- Pick your pledge and set up a JustGiving page.
- Spread the word of your among friends and ask them to support you with a donation.



6. Home Challenge

Prizes for being the silliest!

- Come up with a range of fun and silly tasks for your friends and family to complete
- Ideas include create an animal from items in your kitchen, find five things in your house starting with the letter 'H' and who can do the most star jumps in one minute.
- Invite guests, set up a JustGiving page and ask them to donate £5 each before the game.
- Assign a judge to decide the winner of each round and keep score.



Tips for getting started

Order your t-shirt

Nothing says fundraising like a charity t-shirt. Order your free St Mungo's t-shirt [here](#).

Pick a platform

Zoom and **Google Meet** are both popular and easy to use video conferencing platforms. Planning on live streaming a performance or similar? **YouTube**, **Facebook** and **Instagram** all have streaming features.

Collecting donations

You can set up a free online fundraising page with **JustGiving** and **Virgin Money Giving** to collect donations.

Promote

Spread the word about your amazing virtual fundraising event on social media. Share a link to your fundraising page right across Twitter, Facebook, Instagram and WhatsApp.

Join our Virtual community

Join the St Mungo's Virtual Community **Facebook group** to trade ideas, inspiration and encouragement with other supporters.



Contact us

Get in touch with the Community Fundraising team on fundraise@mungos.org and we'll get back to you as soon as we can.