

How to:

Organise A Virtual Event





“ In 2020, we decided to make and sell Hot Chocolate Cones after we became Official Young Ambassadors for Velindre.

We sold the cones through our Mum's Facebook page and managed to raise over £3,000! We couldn't believe how much support we received! ”

- Ffion and Ioan Talbot



“ In March 2020, I took my market stall online due to the pandemic and have since made £10,000 for Velindre!

Since then, I've created a Facebook Community group for crafters and we're now working towards the next £10,000! ”

- Beverley Parry



“ I decided to create a virtual cycling event in 2020 called 1000 miles in May.

The event started with just me and soon welcomed over 120 riders.

Within 1 month, we collectively raised £140,000. ”

- Morgan Stoddard



Why go online?

The COVID-19 pandemic has forced us to get creative with our fundraising efforts and take many events 'online' and the results so far have been fantastic!

Some virtual events have actually proven to be more successful than physical events, and in many cases virtual events are completely free to organise and accessible to more people. From runs to quizzes, auctions to exercise classes, there are plenty of ways to raise funds for Velindre virtually.

Thanks to many platforms including those listed at the bottom of this page, it is now easier to host online events and activities.

Getting Started:

Step 1: Decide on your event or activity

If you haven't already decided on what event you would like to host, it's time to explore the options and choose an event you will be passionate about and something that will transcend through a laptop or phone screen. It's important to think about your audience when deciding on an event and think about how they will feel when watching or listening along.

Here's some event ideas to get you started:

- **Online raffle or auction**
- **Exercise or fitness class**
- **Masterclass or tutorial**
- **Sell your products**
- **Q&A with a special guest**
- **Remote physical challenge**
- **Online quiz night**

Need some more inspiration? Our Fundraising Team are on hand to help with any ideas you may have and can offer some examples of past virtual fundraisers that have been successful.

Step 2: Choose the right platform for you

There are a wide range of fundraising and video host platforms available to help with your virtual fundraising. It is important to find the best platform for you and to make sure that you are comfortable and confident in using it ahead of your event or activity going live.

Here's some digital platforms that we would recommend exploring:



Time for Promotion:

Step 3: Promote your virtual event

Facebook:

Facebook is a fantastic platform for reaching new audiences and spreading your event far and wide. The first thing to do would be to set up a Facebook Event page with the event date, time and information on how to get involved.

Not only can you share this Facebook event to your page but can also invite your friends to take part. Your friends then invite their friends and soon your event is being shared far and wide.

Sometimes your events will need a little more of a push which is why we encourage fundraisers to share the event link into any local community group pages within your area. Take a look at what community pages are out there and ask if they will share your event.

Key Contacts:

Don't be afraid to ask Friends and Family directly. If you know someone who would be interested in the event you're planning then simply share the ticket link with them. Although social media is a great tool, it is very easy for people to miss content, so it is important not to assume everyone has seen the event page.

Other key contacts could be relating to the theme of your event, for example rugby themed events may be best promoted through rugby clubs or contacts.

Local Media:

Enlist the support of your local media outlets whether that be newspapers, radio stations or other community news groups. Don't be afraid to ask for help as most media outlets will be happy to help promote your virtual event.

Other Social Media:

Twitter and Instagram are the two other social media platforms we would encourage you to use to help promote your event.

It is always a good idea to change up your content. Rather than sharing the same poster all of the time, try and give the audience a new image to look at every now and then.

For example, if you are hosting a raffle, try sharing some pictures of the prizes to entice more engagement. Other ideas would be to share insights into the planned entertainment or special guests to emphasise the unique selling points of your event and share a behind the scenes look etc..

Businesses and Groups:

If you have a high number of tickets to sell, it is often easier to target larger groups including businesses, community groups or friendship groups. Rather than selling one ticket to one person, try to recruit a team or group of people to attend together. Highlighting your event as a social evening for a group of friends will encourage larger groups to attend making your job of selling the event much easier!

Ask Us For Help!

If you are struggling to sell your event, please get in touch with our Fundraising Team. We can help offer professional advice, share more hints and tips with you and depending on your event, we may even be able to help promote through our social media channels. We're here to help the best we can.

I was nervous about hosting an online event at first as it was completely new to me but it was a huge success and everyone really enjoyed!



Post Event Plans:

DIOLCH

Step 4: Remember to say Thank You

It sounds very simple, but we can often get caught up with the post event tasks and forget to say the very simple words... Thank You.

Whether it's thanking guests for supporting your event, thanking donors for their generosity or evening acknowledging sponsors or volunteers for their contributions, it is incredibly important to share your thanks.

It's always a nice touch to let your supporters know how they have made a difference, how much money they have helped you raise and also how they made you feel. A Thank You during the event will go a long way and will encourage your participants to continue their support for future events or fundraising activities you host.

When your event is complete and your donations have been counted, we would also encourage you to share your final donation total with everyone involved. Our Fundraising Team can provide a personalised certificate, letter or social media post to help you share this news.

A small Thank You can make a huge difference to your ongoing fundraising and can help develop great relationships and friendships.

THANK
YOU

WE
RAISED...

Step 5: Make your donation final donation

Most virtual events will see the payments and donations being collected digitally meaning you will never have to physically transfer the money yourself. Events hosted on Just Giving, Virgin Money and Facebook will usually automatically transfer the funds direct to Velindre but it is always good to confirm this with our team ahead of accepting your donations.

Other platforms may require the funds to be transferred directly to your bank. If this is the case, you will simply need to simply contact our team to arrange your payment.

Here's some payment methods that may be of use to you:

Over the Phone:

We are able to accept Credit Card payments over the phone if your donations are being stored within your bank account. Call our team today to make your donation and receive an email receipt:

029 2031 6211

Donate through our website:

You can make a donation to the charity through our website and also leave a message to say how the funds were raised. You will receive an automatic confirmation when your payment has been transferred.

www.velindrefundraising.com

Make a Bank Transfer:

If making a bank transfer is the easiest option for you, please contact our team to gain our bank details and a unique reference code for your donor profile.

Through the Post:

If your donations are being made in the form of a cheque, you can send this in the post to the address below. Please include your name and return address so that we can send a receipt and acknowledgment in return.

**FAO Velindre Fundraising
Velindre Cancer Centre
Velindre Road
Whitchurch, Cardiff
CF14 2TL**

Visit the Cancer Centre:

If your donations are in the form of cash, you will need to make arrangements to deliver these to our team at Velindre Cancer Centre. Please call our us to arrange a drop off time with a member of our Fundraising Department.

Event Resources:

We have a wide range of indoor and outdoor event materials to help take your event to the next level. If you would like to hear more about our event resources please contact our team to arrange your collection and return dates.

Help Us To Help Others:

By returning your event resources in good condition and in a timely manner, you are allowing us to support many other fundraisers and donors.

We invest in event resources each year and try to keep this cost at a minimum to ensure maximum donations are used to enhance patient experience and treatment on site.

You can help support this by returning your materials after your event.



Thank You

for supporting
Wales' Premier Cancer Centre.

Share your Fundraising with us:



@VelindreFundraising



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@VelindreFundraising

#TeamVelindre

#VelindreFundraising

Want to speak to our
Fundraising Team?
Email or Call us today:

info@velindrefundraising.com

029 2031 6211

For more information on our
upcoming events, please sign
up to our Newsletter here:

www.velindrefundraising.com

