For decades, nonprofits have hosted live events as a significant source of their annual fundraising budget. Events are familiar, dependable, enjoyable and effective ways to increase awareness, attract new donors and raise much-needed funds for the hosting organization.

However, with the changing fundraising landscape resulting from the current pandemic, many nonprofits are replacing their live fundraising events with virtual alternatives to hosting an in-person fundraiser. Are there alternatives to hosting an in-person fundraising event that are just as effective? In this article, we’ll take a deep dive into the world of virtual fundraising events and campaigns and identify what they are and why they’re becoming increasingly popular.

Virtual Fundraising Events & Campaigns

Virtual events are events that take place remotely and can be viewed, participated in, and enjoyed from anywhere in the world. They allow nonprofits to reach more donors and make an impact with their fundraising goals.

Virtual Fundraising Campaigns

Virtual fundraising campaigns are digital campaigns that engage supporters to help you achieve a fundraising goal. The use of text-to-give, peer-to-peer, and online giving form or campaign is encouraged. With the right campaign launch, you can promote it heavily through social media, outbound texting, and email. Select a date that has meaning to your organization and try to promote it heavily through social media, outbound texting, and email.

Virtual Fundraising Event Ideas

1. Virtual Gala

Host a virtual fundraising event and invite guests via direct mail, event page, social media and digital invitations to “attend” by watching a live stream of your program, presentations and activities. With the right campaign launch, you can promote it heavily through social media, outbound texting, and email.

2. Silent Auction

Use mobile messaging to drive campaign promotion to an event page with all information and desired actions. With the right campaign launch, you can promote it heavily through social media, outbound texting, and email.

Virtual Fundraising Campaign Tips

- With these great ideas for a virtual fundraiser, you’re ready to hit the ground running! But what about the logistics—how do you turn a virtual event or campaign into a success?

- With virtual events and campaigns, it’s all about the digital engagement of supporters. For this reason, it’s important that you turn your virtual event or campaign into an engaging experience for your donors.

- Consider using live stream to show supporters when the matching funds will expire to create a sense of urgency and encourage donations.

- Use a countdown clock on the campaign event page to show supporters the number of days, hours, and minutes left to donate.

- Provide them a dedicated peer-to-peer fundraising page where supporters can share their progress and accomplishments and provide team and individual fundraising pages with shortcodes and other special events waivers.

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