



Virtual Fundraising Ideas

Moving forward in a new way! Here are some alternative fundraising ideas to get you started with your digital campaign!

Fundraise Your Way!

Build a page in support of the CHEO Foundation that you can send to family and friends. Personalize it with your photos and videos. Your page can be customized in many ways, to memorialize a loved one, honour individuals celebrating a birth, birthday, anniversary, or wedding for example. The page can be also used to fundraise for any event you are participating in whether it be cutting your hair, participating in or creating one of the virtual challenges we have shared below, or any other special occasion. After setting up your page, there are lots of fun ways you can reach your fundraising goal.

Simply visit our [Fundraising Portal](#) and click on the "Create a Page" button.

Virtual Watch Party

Using a free service like Kast or Netflix Party, invite friends and family to watch a movie from wherever they are. The highest donation to your fundraising page can pick the flick!

Virtual Lemonade Stand

Post this [Lemonade Stand](#) image to your social platform(s). Tag each friend who donates \$5 to your fundraising page. Once you have sold your "full pitcher," post the image again and then keep on selling!

Bonus: In the photo caption, offer to email your favourite recipe for homemade lemonade to each donor! If you're looking for inspiration, there are some great shareable recipes on AllRecipes.com and SimplyRecipes.com.

Social Bingo Boards

Post this [Bingo Board](#) image to your social platform(s). Tag friends as they donate each corresponding amount, then comment "BINGO" when the card is full and you have reached your \$500 fundraising goal. **Bonus:** Upon request, the CHEO Foundation can do a random selection of one of the donors who participated, and the selected recipient will get a CHEO teddy bear as a prize. Make sure to highlight that in the caption of the photo, to give people an extra incentive to participate!



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Live Streaming or Video Classes

Live stream on Facebook/YouTube or pre-record a video of yourself teaching a virtual class in something like yoga, Zumba, guitar, cooking, etc. Since you are the expert you can charge viewers a donation as a fun way to turn this into an opportunity to learn with a purpose.

Video Challenges

Challenge your friends to do something and record it after making a donation to your fundraising page. Think about the success of the Ice Bucket Challenge! Before you start your virtual fundraising challenge, make sure you run the idea by the CHEO Community Engagement Officer assigned to your campaign.

Host a Run/Walk Online

A virtual race will allow your participants to run their own race from anywhere, keeping everyone safe while still allowing you to hit your fundraising goal. To make the virtual event more cohesive, build in some live-streaming and social sharing components so everyone feels engaged with a community of people who are committed to staying active and supporting CHEO.

Free Digital Download with Donation

Use your talent, skills or expertise to create a printable, template or other content for you to give away as a free digital download when someone makes a donation to your fundraising page. Get creative and have fun! This can be anything from a pantry organization checklist to a wall art printable!

Do you host a blog or website?

If you have a website, blog or business, here are a few bonus ideas you can try:

Social Media Takeovers

Orchestrate a social media takeover by asking a corporate sponsor or local community partner if they would be willing to “donate their social media feed” to you one day of the year. With a takeover, your team can post content throughout the day that links back to your organization’s website or social media pages. This method can help increase brand visibility to an audience that might not be familiar with your organization. If you’re currently running a campaign, this is a great way to promote!

Proceeds of Sale Donation

Commit to donating a certain percentage from each sale of your product(s) or service(s) to CHEO.



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Fundraise Their Way!

These organizations have various fundraising opportunities and/or starter kits that you can learn more about by clicking each link below.

[Bidding For Good](#)

[Extra Life Gaming](#)

[FlipGive](#)

[Fund Duel](#)

[Fund Script](#)

[FUNDrive](#)

[Don't Send Me A Card](#)

[Purdy's Chocolatier Fundraiser](#)

[World's Finest Chocolate Fundraising](#)

[Lamontagne Chocolate Fundraising](#)

[Papa Jack Popcorn Fundraising](#)

[Francesco's Coffee Fundraiser](#)

[Cookie Dough Fundraiser](#)

[Little Caesar's Pizza Kit Fundraiser](#)

[Plantables Fundraiser](#)

[School Fundraising Canada](#)

[Etsy](#): Create arts and crafts, sell them on Etsy, and donate the proceeds to CHEO.

Interested in learning more about planning an event in support of CHEO? [Visit our website](#) to download our Event Fundraising Handbook, see FAQs, and more!
