

# Planning a virtual event

From lip sync battles to quizzes, back garden marathons and more, there are still loads of ways you can raise money for us at home. You may already have some ideas in the pipeline, in which case skip to step two. If not, don't worry! Step one is all about inspiration.

**1 Pick an idea** - If you love getting active or you signed up to a challenge event this year that is no longer taking place, why not set up your own back garden challenge. If you're looking for something social to do, you could host an online quiz or a gaming competition with your friends. Check out our blog for more ideas.

**2 Plan your activity** - Even the simplest activities need some planning and preparation. The more prepared you are the smoother your event will run and the more you'll enjoy it! Think about entry fees, the platform you will use, how long the event will be. Make a check list of tasks and go through them one by one.

**3 Promote your event** - Once the details are decided, it's time to drum up interest from friends, family and colleagues. The nation is looking for entertainment so this is the perfect time to connect with those around you digitally. The more people you tell, the more donations you'll attract. See page 3 for tips on promoting your event.

**4 Pay in your money** - After your event goes down a storm, it's time to collect donations and send them to us. For more information on how to get your money to us, turn to page 4.

**5 Pat yourself on the back** - All your hard work has paid off and the funds you've raised will help us to provide support to people living with cancer.

Thank you so much for everything you have done.

**JustGiving**

This fantastic website lets you create your own fundraising page. Visit [www.justgiving.com/pennybrohnuk](http://www.justgiving.com/pennybrohnuk) for more details.

# Plan your activity

## 1. What?

- Pick something you enjoy doing.
  - Keep it simple.
  - Set a date, time & fundraising goal.
- Doing this will give you a target to work for.

## 2. Where?

- What platforms are you going to use for your event. Do you want to use video chat or just text chat? Do you want to live stream your event or are you keeping it to a limited audience?
- If you're getting active, do you need to plan a route that is less busy?
- Keep safe. Make sure you aren't breaking any rules or putting yourself or others at risk.

## 3. When?

- Avoid clashes with other digital events happening in your circles at the time.
- Check in with friends and family ahead of the event to make sure they're free.

## 4. Who?

- Think about who you will be inviting and how you'll do it.
- Don't be afraid to ask friends and family to help. Use people's skills. If you know someone who is great with social media, ask them to help promote the event for you.

## 5. Why?

- Tell everyone why you are fundraising for Penny Brohn UK.
- Let them know what we do and why their support is so important.
- Use blogs, social media, and anything else you can think of to help spread the word as far and wide as possible.

## Top tip: Gift Aid

**This allows us to claim back the tax on donations at no extra cost to you. If your sponsors are UK taxpayers (and not a member of your family) please ask them to tick the Gift Aid box on your sponsorship form. This means we can claim back an extra 25p per pound, making a £20 donation worth £25 to us!**

## Platforms you can use:

Zoom, Skype and Houseparty are all great options for group video chat. Whereas, Netflix Party offers a written chat function whilst you host your film night. If you're thinking of streaming your event Facebook, Instagram and YouTube have great live functions.

# Get publicity

Once you've decided what you're going to do, start spreading the word! Here are a few top tips for raising awareness of your fundraising.



## Posters

While social distancing is in place, you can still use our poster templates to advertise your event online.



## Write a blog

Try Wordpress or Blogger for a free blog. If you're training for a challenge event, you could do a series of posts about your progress.



## Use the press

The local media often look out for stories about people who are doing amazing things. The best way to get noticed is to write a press release. Use our template for help.



## Photos and videos

Take snaps and use them on social media. You can also send them in to us to share for you.



## What's on guides

Contact the editors of local websites to be included in event listings. With coronavirus canceling physical events for the foreseeable future, what's on guides are looking to virtual events to fill their pages!



## Sign off!

Use your email signature to promote your event. Add a link to your fundraising page.



## Social media

Use Facebook, Twitter, Snapchat, Instagram, TikTok, Whatsapp or whatever other social media channel you like to promote your event. Make use of any materials you've produced, by posting posters, videos and photos on your favourite social media channels.

## Get kitted out!

We have created fundraising materials to help with planning your virtual event.

**Download here**

## Tell us what you're doing!



Penny Brohn UK



@PennyBrohnUK  
#MoreThanFundraising



@PennyBrohnUK  
#MoreThanFundraising

# Send us your fundraising money

**Your hard work will help us to continue our work online, giving expert guidance and practical support to people living with cancer.**

Once your fundraising event is over, it's time to count the money you've raised and send it to us. There are several ways that you can send us the cash.

## Online with JustGiving

JustGiving allows you to add personalised stories, images, videos and event updates. What's more, you can link your page to your Twitter and Facebook accounts to reach even more people. In turn, supporters can donate online, quickly (and anonymously if they want), and leave messages of support. Even better, all donations are sent directly to us, so once your activity is done, you won't have to do any chasing. Visit: [justgiving.com/pennybrohnuk](https://justgiving.com/pennybrohnuk) to set up your fundraising page.

## On our website

Complete the form at [pennybrohn.org.uk/donate](https://pennybrohn.org.uk/donate) and don't forget to add a comment, telling us how you raised your money.

## Tell us about your activity

Don't forget to tell us all about your event! We'd love to know what you did, so we can say thank you and be inspired by your idea!

If you have any questions contact us on Facebook, Twitter, Instagram - or if you are not connected on social media you can email [fundraising@pennybrohn.org.uk](mailto:fundraising@pennybrohn.org.uk).

**You can download more virtual event fundraising resources at [pennybrohn.org.uk/resources/virtual-events](https://pennybrohn.org.uk/resources/virtual-events)**

**£12**

could pay for a Helpline call and follow-up to someone at a time when they need it the most

**£25**

could pay for a new downloadable self-care resource and information on how to cope with anxiety and fatigue

**£36**

could pay for someone to have a Nutrition 1:1 and access to online nutrition resources

**£40**

could pay for one telephone counselling session, providing an opportunity to discuss worries and anxieties