

Event fundraising has moved to the next level with the increase of both virtual and hybrid events. If you're stuck in a rut with your event fundraising ideas, this list is a great resource to kick-start your team's brainstorming session.

20 virtual (and hybrid) event ideas

- 1. Gaming events.** Think trivia, streaming board games, Bingo. Charge an entry fee and don't forget the leader boards!
- 2. Happy hour or dinner.** Ticket price can include a drink kit or recipe list and ingredients sent ahead of the event.
- 3. Panel discussion.** Host an educational event with panelists, workshops or general Q&As from participants.
- 4. Dance-a-thon.** Or any "a-thon" event ... walk-a-thon, run-a-thon, etc. Livestream in real time or host a culmination event online.
- 5. Fitness challenge.** Push-up contests, number of miles walked, bicycle challenge—the ideas are endless here!
- 6. Gala.** Live or recorded, these can include speakers, silent auctions, raffle tickets, musical performances and videos.
- 7. Social media takeover.** Have a celebrity, volunteer or executive director take over your social media for the day (or week) to engage with followers and encourage donations.
- 8. Scavenger hunt.** Map out a hunt with special prizes. Can be online 'markers' or in-person/around the community 'markers'.
- 9. Streamed speech, podcast or interviews.** Interview a guest author, celebrity or expert; record the session and stream live.
- 10. Telethons.** Get a host of people involved for an all-night, live-streamed telethon with various performances.
- 11. IGTV or IG Live.** Go live on social media with interviews, behind-the-scenes clips or Q&As. Share online donation links.
- 12. Celebrity silent auction.** Have a celebrity host auctioneer or make a celebrity event (hosted dinner, meet-and-greet) the main auction prize.
- 13. Musical performance.** This could be a talent show event or an event that showcases local musicians in your community.

- 14. Movie premiere.** Watch the latest movie as a group! Earmark a percentage of ticket prices for your organization.
- 15. Virtual tours.** Show off your new facilities or introduce key staff members by way of an exclusive, online tour event.
- 16. Comedy show.** A great date night option! Use comedians from your organization or a community comedy troupe.
- 17. Book club.** Host a community book club; donate-to-participate or ongoing P2P-type event based on books read.

Keep in mind...

Any of the ideas listed can be done exclusively online (virtual) or as a hybrid option. Think about how you can involve those online and those in-person through streaming, live chats, Q&A, links out to social media, etc. In-person attendees, for example could be part of a 'limited time' offer or 'exclusive tickets' audience whereby a smaller number of attendees are invited in-person versus online. It's one way to maximize different event ticket price points and keep in-person numbers small if that is a consideration you need to make for specific audiences or social distancing parameters that may be in play.

- 18. Awards show.** Sell tickets and sponsorships to a virtual awards show. Recognize top donors, volunteers or others in your sector making waves in the community.
- 19. Virtual collection drive.** Establish a remote collection point and ask people to drop off donated items. Give recognition to those who participate. This can be a P2P-type event, too.
- 20. Painting class.** Bring in a resident artist or local painting company. Sell tickets ahead of time and distribute painting kits prior to the event date.

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