

Virtual Fundraising

When the world keeps us apart, we can still be together! Here's how to make it happen:

Social Media and Email

- **Facebook Fundraising**
 - Link your fundraising page to Facebook. Learn how to do it by [clicking here](#)
- **Emails and Social Posts**
 - Without question, personal outreach to your network is the most successful way to fundraise. Be sure to include 1-3 lines on your personal connection to lupus and why this is important to you in your emails and social posts. Don't forget to include pictures, your fundraising link and an invitation to join your team. Check out our [sample emails by clicking here](#).
 - Remember to include your fundraising link on all outgoing emails and texts. Also record your voicemail to include a mention about the walk and a request to contact you about donating.
 - Ask your friends to share your posts on social media, and to forward your emails.

Letter Writing

- Drop a note in your neighbors' mailbox or mail a message to a friend/family member that may live a little further. Let them know what you are fundraising for and why the walk is important to you! Don't forget to include the link for your fundraising page or a return envelope that they can mail their donation to you!! Maybe they will want to join your team! You can find sample letters here:

Online Activities

- **Donor Appreciation**
 - For every donation made in a certain increment, you the participant will do something funny. Example: \$50 donation, post a goofy video of you dancing in honor of donor, \$20 donation, send your donor a handmade card, \$10 donation, paint a picture and send it to your donor. Participants can also do something for their donors friend/family, \$5 donation, read a virtual story to donors child, \$10 present a magic show to friends, etc.
- **Host a Virtual Event-** Game Night, Virtual Happy Hour, Fitness Class or Challenge, Dance Party, Cooking Class, Concert- the options are endless! Here are some easy steps to get you started:
 - Choose a video conference platform and/ or app to host your event.
 - Create an invitation with a description of your event, link to the online video conference meeting room/ app group/ event, date and time, why are you on a mission to help end lupus and donation details. Don't forget to include a link to your fundraising page so participants can make their donation to your page.
 - Have fun with it! Set a purple dress code, incorporate a raffle or contest, and enjoy connecting and fundraising with your friends and family wherever they are!
- **Netflix Party**
 - Host a Netflix party. Use the new [Netflix Party browser extension](#) and rally your teammates, friends and family to watch a movie together. Incorporate a fun game, too! For example, every time the word "walk" is said in the movie, everyone donates \$1 to your team.

- **Virtual Garage Sale**
 - Have a Virtual Garage Sale. Go through your things and see what you can sell at a garage sale...then sell it online! You can host this sale via Zoom or Facebook Live, or simply email or text your friends pictures of items for sale.
- **Grocery Pick -Up or Delivery**
 - Offer to deliver or pick up groceries in exchange for donations to your fundraising page.
- **In-Home Scavenger Hunt**
 - Make a list of everyday objects you and your friends might find at home (a pink highlighter, wrapping paper, an old teddy bear, etc.). If someone doesn't have an item on your list, they can make a donation to bypass the item and move on to the next. Whoever gets through the list fastest gets a special written thank you message.
- **Sign A Walk Shirt**

For \$5, \$10 or amount you choose, donors can write the name of someone they want to honor living with lupus, or in memory of someone on your walk shirt.
- **Workout Challenge**

Prepare for walk day by setting a workout challenge for the week or month and have people donate to participate. The winner gets half the pot! Create a group on Facebook and have everyone check in each week.

Add a Contest or Raffle to your events:

- **Game Night/ Scavenger Hunt** - Have a prize for the winner(s)!
- **Happy Hour - Hold a Purple Drink/Snack recipe contest** and ask the group to vote on the most creative recipe! Have everyone share the recipe ahead of time and vote on best dish/drink
- **Workout Challenge** – Prepare for walk day by setting a workout challenge for the week or month and have people donate to participate. The winner gets half the pot! Create a group on Facebook and have everyone check in each week.

Have questions and/ or need additional support? Contact your Walk Manager to help put your ideas into action.

Be Safe! Have fun! And Remember to tag LFA in your walk social media posts. Thank you for being part of the powerful movement to help end lupus.