

Virtual Fundraising and Digital Ideas



Whether it's about fundraising or just bringing people together to stay connected in your community, a virtual fundraising or virtual gathering for your good cause can pay dividends. In need of a few ideas? Don't worry, we're here to help!



Spare a thought for others

If you work with group, particularly those which are vulnerable like the elderly, why not encourage supporters to write a letter or card for you to pass on? Particularly if people are in isolation, a note to let them know someone is thinking of them could really help cheer them up. Plus, young children who are home from school will be happy to have something productive to do!

Want to link to your lottery? People can also buy lottery gift vouchers. It's another way to let people know that someone is thinking of them.

Celebrate existing supporters

If you're struggling to come up with ideas on how to mobilize your supporters, ask them what they're already doing and take the time to celebrate their creativity and generosity. People love to be thanked and it could also inspire others to take on something similar for your cause.

Don't forget to share some of your stories with us too! We'll do our best to feature stories on our lottery Facebook page or the News section of the lottery website. You can send details to our lottery support team.

Virtual birthday gift

Lottery gift vouchers are easy to purchase online or via our support team. They can be sent directly to the lucky recipient with a personal message via email too. They'll be supporting your cause and giving someone the chance to win extra prizes.



Create suggestions on things to do during the lockdown

Many people are working from home and trying to carry on as normally as possible. Still, many of us might find that we have more free time due to cancelled social activities. Come up with a great resource on how to stay physically and mentally active from home.

Create a video or a sharable download. Think outside the box; they're likely to share your content with their friends and family. Some of those people might not know about your cause-- but they do now!

Email footers

Why not add details of your lottery page to your email footers? Remember, it's a quick and easy way for people to support your cause whilst at home. Not everyone will want to take on a fundraising challenge or virtual event so it's another way they can help.

Donate where you're not spending money

Ask your supporters to consider donating money they would have spent, on commuting to work or buying coffee for example, to your cause instead. They can purchase one ticket a week for a whole month (or 5 weeks) for just £5. They even have the chance to win cash prizes too!

Virtual quarantine quiz

Get people together by holding a virtual quiz in aid of your good cause. You can ask players to make a donation as an entry fee. They can be great fun and easy to set up online using free software like 'Zoom' to schedule a meeting and invite supporters too.

Create a virtual dinner party

Encourage your community together for a virtual dinner party to help keep people engaged during isolation. Supporters can dress up, cook a nice meal and play virtual games. You could even hold a virtual auction to raise money. There are free online tools to help you do this. Consider reaching out to your board members and community leaders to get involved too.

Best yet, you're not limited to the number of seats at a table for your fundraising needs!



Putt in your Pyjamas

Encourage your supporters to create indoor crazy golf courses and share videos and pictures of them taking part in their pyjamas. Hold the event on a specific date and ask supporters to make a donation for taking part. Not only will it be creative and fun for supporters, it will also give you great content to share on your channels!

Home Sponsored event

Your supporters can take on their own challenges and ask people to sponsor them. This could be to complete a certain number of laps around the garden, climbing the stairs for a nominated time or seeing how many sit ups they can complete in a day. The more creative they are the more likely people will be to donate! Encourage them to film their event so you can share the journey with them.

Event fees

Cancelled an event? Why not encourage participants to donate to another campaign? They could purchase lottery tickets instead of their entry fee and even be in with a chance to win cash prizes themselves!