



# VIRTUAL FUNDRAISING TOOLKIT

## ABOUT BC CHILDREN'S HOSPITAL FOUNDATION

BC Children's is the only hospital in the province devoted exclusively to the care of children. As one of the few pediatric medical centres in North America with a world-class acute care centre, research institute, mental health facility and soon, rehabilitation centre all on one campus, we provide expert care for the sickest and most seriously injured kids. At BC Children's Hospital Foundation, we have a vision that every child is healthy and able to fulfil their hopes and dreams. The generosity of donors fuels our ability to conquer childhood diseases, prevent illness and injury, and prioritize the unique needs of kids in every aspect of their care.

Please follow us at [@bcCHF](#) or visit us at [bcCHF.ca](#) for more information.

## RESPONDING TO COVID-19

BC Children's has been designated one of the province's 19 primary COVID hospital care sites—which means that every child in our province who requires intensive care due to the virus will be treated here. For more information visit: [bcCHF.ca/rapid-response](#).

## ABOUT VIRTUAL EVENTS

Virtual events are planned and organized by caring people and groups from communities all across the province. From live events on social media to personal challenges, they can be anything that's a good fit for you and your participants. And if you don't like creating your own, there's also the option to join an existing virtual fundraiser.

Funds raised go toward the most urgent needs of the hospital by providing support for groundbreaking research, expert clinical care, and specialized equipment throughout all departments. If you would like to donate your funds toward a specific department or program that's close to your heart, please let your BC Children's Hospital Foundation representative know.

## HOW WE CAN HELP

BC Children's Hospital Foundation is here to help you be as successful as possible in your fundraising endeavors. Below are the ways in which we can help do this:

- > One-on-one support via phone or email;
- > Create a personalized online fundraising page for your initiative;
- > Provide tax receipts for eligible gifts;
- > Assist with designating your funds to a specific area of the hospital.

## HOW TO GET STARTED

Now that you have all the information you need, it's time to get started with planning your event. Below is our complete step-by-step Planning Guide on how to bring your fundraiser to life.



# PLANNING GUIDE

## PLAN A VIRTUAL EVENT IN FIVE EASY STEPS

### STEP 1 **Brainstorm and set your goal & timeline**

What type of virtual event would you like to create? Virtual events include everything from personal fitness challenges, online auctions, online gaming events or simply peer-to-peer fundraising. When planning your event, think about the audience you are looking to reach and what they have capacity for. Make it fun and easy for people to participate and donate. The best network is the people you personally know—your friends, family, neighbours, classmates and colleagues. Don't forget to set a financial goal. We won't hold you to it, but it does help to have a goal to work toward. Also think about setting a timeframe or date that you would like to run your virtual event or campaign. This will help you keep on track.

Here are some ideas to get you started:

- > Themed virtual parties in your home
- > Pajama day events for schools
- > Dance parties
- > TED talk-style event
- > Paint & sip event
- > Home challenges for kids  
(*scavenger hunt/sidewalk chalk art/  
make a music video*)
- > Live cooking events around a cuisine  
(*Italian, Mexican, etc.*)
- > Virtual pub quiz
- > Themed Spirit days (*crazy hair day,  
"costumed" days, sports jersey day, etc.*)
- > Virtual run/walk/bike—track & log your  
steps/distance through an app
- > At home concert, magic show,  
comedy night, karaoke contest
- > Online gaming events
- > Challenge fundraising (*e.g., complete  
an activity like a fitness challenge*) and  
challenge your network to join in
- > Video game golf tournament

**TIP** *Be realistic with timelines and do your best to stick to them!*

## **STEP 2** Choose a virtual platform

Once you have an idea for your virtual fundraiser, explore the virtual platform that will best support your initiative. There are so many to choose from it can be overwhelming—so think about which one you'll be likely to engage with and that you're most comfortable using. Some popular options to consider:

- > Instagram post, stories, IGTV and live
- > Facebook
- > YouTube
- > TikTok
- > Vimeo
- > Zoom
- > House Party
- > Twitch for online gaming

## **STEP 3** Set up an online fundraising page

We recommend using BC Children's Hospital Foundation's online fundraising pages. They are easy to set-up and simple to use. You will receive a personalized page with a unique URL that you can easily share online. While there may be other third-party fundraising sites available, they often charge a processing fee and we may not be able to issue your donors a tax receipt. By using a BC Children's Hospital Foundation page, 100 per cent of the donations will go right to where it's needed most—improving care for our province's kids.

Visit [bcCHF.ca/create-fundraiser](https://bcCHF.ca/create-fundraiser) for more on how to register online.

## **STEP 4** Promote your virtual event

Promote your event as much as you can. Consider your audience and think of the best way to engage them. If you have people in your network who are influencers or have lots of followers, ask them to support you. Tell your audience why you're fundraising and share your personal fundraising page goal when asking for donations. A representative from BC Children's Hospital Foundation would be happy to provide impact statements, content and stories to support your efforts.

**TIP** Don't forget to tag @bcCHF to share your experience with us.

## STEP 5 Host your virtual event & watch the donations roll in

The most important thing is that you have fun! You're making a difference in the lives of BC's kids. Take the time to take pictures and celebrate your accomplishments. We would love to hear about your experience and help you celebrate. Most importantly, don't forget to thank your supporters who donate—send them a personal thank you message or give them a shout out on social media.

For any questions or more information please email [info@bcCHF.ca](mailto:info@bcCHF.ca).



# JOIN AN EXISTING VIRTUAL FUNDRAISER

If a Do-It-Yourself (DIY) virtual event isn't for you, consider joining an existing virtual fundraiser. Check out these great options that are available to set-up just a few short clicks away

**RBC RACE FOR THE KIDS** – Our annual family fun run has gone virtual for 2020 and has been designed to promote physical and mental wellness for you and your family during these unprecedented times. So if you're looking to engage your family and friends and support BC's kids this May, RBC Race for the Kids is a great way to get involved. Throughout the month, do your best each day to get 2,000 steps for the 2 km and 5,000 steps for the 5 km. Have some fun with it and be creative in how you strive to be your healthiest self. Visit [bcchf.ca/race](https://bcchf.ca/race) to get started.

**JEAN UP** – Our annual Jeans Day event has evolved into a month-long movement in May called Jean Up. One of the biggest changes is that the initiative has gone fully digital, which means you can support our province's kids from the safety of your own home. Simply pick a day or week to celebrate, wear your jeans, and make a donation at [JeanUp.ca](https://JeanUp.ca). You'll be helping kids get out of their hospital gowns and back into their jeans. Visit [bcchf.ca/jeanup](https://bcchf.ca/jeanup) to create your customized online fundraising page.

**EXTRA LIFE** - Extra Life unites thousands of gamers around the world to play games in support of their local Children's Miracle Network Hospital (like BC Children's). Since its inception in 2008, Extra Life has raised over \$70 million USD for sick and injured kids. Sign up today and dedicate a day of play for kids in your community. For more information check out [extra-life.org](https://extra-life.org).



# ADDITIONAL RESOURCES

Media Outreach Tips for ICEs

Media Advisory Template

Tax Receipting Guidelines