



# Online Fundraising

Planning an online event may feel like uncharted territory, but many groups across the Grandmothers Campaign are already successfully fundraising online and have shared their experiences. Below is a short overview of online initiatives that have been held across the Campaign.

## Online Sales

Grandmothers groups are taking sales online using a variety of strategies. While some groups have online stores directly on their websites, others are using Facebook to showcase their products and provide payment and pick-up/shipping details. Payment can be done by e-transfer or through cash or cheque left in an envelope at time of pick-up or drop-off. Groups are connecting with local online craft and artisan markets offering new platforms for sales and exposure to new audiences.

Follow @SLFGrandmothers on [Facebook](#) for regular updates about online sales and upcoming events happening across the Grandmothers Campaign.

GrammaLink-Africa turned their annual luncheon into a "Mac 'n' Cheeseless" fundraiser by inviting supporters to donate online. In turn, a non-perishable food item was donated to a local food bank.

## General Online Fundraising

Rather than organizing an event, some groups have set up [online donation pages](#) and invited friends, family and supporters to make donations. Donations are received directly by the Stephen Lewis Foundation and tax receipts are issued by email. Some groups have encouraged supporters to make donations in lieu of attending an annual in-person event. Others have taken their annual events virtual. Individuals are using pages to collect donations as a way to mark special milestones, like birthdays.

## Workshops, Classes, Games & More

Groups have used Zoom, a free online program that connects people by video, to host a variety of classes and workshops that anyone can attend from the comfort of their home. Zoom is easy to use – participants who register for an event receive a link by email and click that link to join the event. Some groups have created online fundraising pages for these particular events. They invite people to attend by donation (rather than a set ticket price), and participants make an online donation directly via the group's event page. If there are costs associated with an event, for example a stipend for the class instructor, groups have used Eventbrite to manage ticket sales, which is a free online tool. Using Eventbrite can also help reach broader audiences.

Creative Zoom event ideas include:  
Book talk and author chats, yoga classes, trivia nights, art classes, exercise classes, cooking demos, a garden tour and a cross-Canada concert is being planned.

## Fitness-based Fundraising

This year, safety guidelines and restrictions prompted groups in the BC islands to turn their annual cycle tour into a virtual cycle tour. Instead of a three-day cycle ride as a group, participants signed up and pledged to ride a certain number of kilometers over the course of a few weeks. They collected donations from friends, family and supporters using the Grandmothers Campaign online donation pages. While in-person comradery was certainly missed, going virtual ended up feeling more inclusive as people who may not be able to ride 200+ kilometers over three days were able to join and set their own pace.

## Virtual Stride to Turn the Tide

2020 was one of the most successful Stride to Turn the Tide events in recent herstory and groups and individuals are already gearing up for spring/summer 2021! This year Stride walks went virtual with participants counting steps or tracking time spent doing other activities (like gardening, yoga, cycling). Some groups were able to hold socially distanced walks to be together (while safely apart). Over 85% of Stride funds were raised online through the Virtual Stride online fundraising pages at [www.stridetoturnthetide.ca](http://www.stridetoturnthetide.ca). We'll be launching the 2021 Virtual Stride fundraising pages in January. Stay tuned!

Campaign members across Vancouver and the Lower Mainland participated in personal fitness challenges (walking, cycling, and more!) over the course of several months. One group is considering a winter fitness challenge with members skiing, snow-shoeing or taking winter walks.

## Tips and Tricks

Some groups are adapting silent auctions by using online auction websites and resources to host and coordinate their efforts.

Groups have shared that the biggest advantage of online events is being able to expand their reach to friends and family who live in different cities and countries. Email makes outreach quick and easy.

Holding an online event means there's no venue set-up and take-down which is more manageable physically for many groups.

**Is your group trying something creative and new online or virtually?  
We'd love to hear about it!**  
**If you'd like more information or to learn more about online fundraising generally, please contact us at [campaign@stephenlewisfoundation.org](mailto:campaign@stephenlewisfoundation.org).**