



Online Fundraising Tips

If planning an online event feels like uncharted territory, read on! Thanks to the creative efforts of grandmothers groups there are many success stories and tips and tricks to learn from. Here is a snapshot of some of the online initiatives that have worked well.

Online Sales

Grandmothers groups approach online sales in a variety of ways. If you have an existing website you can add a sales page with images of products you have for sale and instructions about how to purchase. Some groups have used platforms like Shopify or Square to make it possible to receive and process transactions, and others take orders by email and arrange payment by cheque or e-transfer. Facebook is a great platform for posting photos and information about your products, and the SLF website also has a [Marketplace](#) where you can submit information about products for sale.

General Online Fundraising

Rather than organizing an event, some groups have set up [online donation pages](#) and invited friends to make donations to support the Grandmothers to Grandmothers Campaign. 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 or to honour their work on occasions like International Women's Day (March 8), Mother's Day and World AIDS Day (December 1). Some individuals set up an online fundraising page to mark special milestones or birthdays.

Workshops, classes, games and more!

Groups have used Zoom 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 and invited people to attend by donation (rather than a set ticket price). 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 that manages ticket sales.

Fitness-based Fundraising

Many grandmothers groups have annual fitness challenges ranging from in-person walks to cycle tours. If your group wants to experiment with a fitness challenge and minimize logistics, consider going virtual! Each member of your group can register a fundraising page and set a personal fitness goal. Perhaps that means pledging to walk a certain number of steps a day, or pledging to spend twenty minutes a day doing yoga for a month. The possibilities are endless! Going virtual can feel more inclusive because the flexibility allows members to go set their own challenge and go at their own pace.

Stride to Turn the Tide

Stride to Turn the Tide is a great way to experiment with online fundraising. Whether your group holds an in-person Stride walk or members walk independently and track their steps, online fundraising greatly expands your network of support. Typically, over 85% of Stride donations are made online through the fundraising pages at www.stridetoturnthetide.ca.

Tips and Tricks

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 makes fundraising more manageable for many groups.

Get Support

If your group trying something creative and new online or virtually please get in touch, we're here to help! Contact the Grandmothers to Grandmothers Campaign team at campaign@stephenlewisfoundation.org.