Virtual Philanthropy & Fundraising

Host a Live Stream: If you can't have people come to you, you can take the event to them. There are a ton of live-stream-type fundraisers that can be hosted such as a livestream workout, cooking class, video game stream, virtual paint night, and more.

Personal Page Competition: A personal page is your own fundraising page within the general fundraiser. Our greatest tip is to have everybody in your chapter create a personal page and share it with at least 5 people not from campus, including family and friends. We've seen one fundraiser increase the amount they raised from $8,000 to $40,000 simply by following this tip.

- **Example of a chapter campaign: https://theta.crowdchange.co/7382**

NOT a real event: Create an online event page similar to how a real event would work except that there will be NO actual event that occurs. Create ticket tiers called "This is NOT a real ticket", apparel levels called "This is NOT a real t-shirt", etc. as a creative way to fundraise and ask for donations

- **Sample link:
  https://greeklife.crowdchange.dev/5828**

Giving Tuesday: A popular online campaign hosted by charities around the world, the concept of Giving Tuesday is quite simple – select a Tuesday and begin fundraising. They key to success for a Giving Tuesday lies in outreach. If your chapter has hosted a fundraiser on CrowdChange in the past, download the previous reports and send a mass email blast to all previous donors. Additionally, make sure everyone in your chapter creates their own personal fundraising pages and shares it with their network of people as well.

- **Sample Link:
  https://pikefoundation.crowdchange.co/11443**

Chapter Challenge: Chapters have been incredibly successful when running a chapter challenge competition on CrowdChange. This means, every chapter on campus can have their own team fundraising page and raise money through this page. Team pages are ordered in a leaderboard format to spark friendly competition. Optional: Offer a prize to the chapter who raises the most.

- **Sample Link:
  https://greeklife.crowdchange.dev/5822**