

3.1 MILLION REASONS TO TAKE STEPS

CROHN'S & COLITIS FOUNDATION

VIRTUALLY

FUNDRAISING DIGITALLY AT HOME

During this challenging time of the COVID-19 pandemic, we are foremost thinking of the safety of our IBD community. We sincerely hope that regardless of how your walk day takes form, you will consider maintaining, or even increasing, your commitment to donating and/or fundraising.

Your Take Steps Fundraising Center

Tools available: email & text templates, customize your personal web page, send emails directly from your fundraising center, & create a Facebook Fundraiser with templates for online posts!

1 Log into Take Steps at cctakesteps.org

2 Click My Fundraising Center

3 Explore the site's tool bar at the top of the screen to access all of your team tools!

The screenshot shows the website's navigation bar with options: Home, Email, Progress, Personal Page, Social. Below this is a 'Your Fundraising Progress' section with a table:

| Amount | Percentage | Days Left |
|------------|------------|-----------|
| \$0.00 | 0% | 94 |
| \$1,500.00 | My Goal | |

Bonus:
Check out the Take Steps App in the app Store!

Facebook Fundraisers

IMPORTANT: You must create the Facebook fundraiser through your fundraising center to have it count towards your team fundraising goal!

1 Log into Take Steps at cctakesteps.org

2 Click My Fundraising Center

3 Scroll Down & Click Fundraise on Facebook

The screenshot shows the 'Your Fundraising Progress' section with a table:

| Amount | Percentage | Days Left |
|--------|------------|-----------|
| \$0.00 | 0% | 32 |
| \$0.00 | My Goal | |

Below the table is a section titled 'Raise more money with Facebook' with instructions: 'Connect your fundraiser to Facebook so you can raise money through your social network. The money you raise will count toward your goal. Clicking the button below will automatically create your Facebook Fundraiser, and post it to your timeline.'

Bonus:
You can share team updates & thank donors easier in your Facebook Fundraiser!

For more information visit cctakesteps.org

Organizing a virtual fundraising event can be a great way to engage your network, spread awareness, and raise more for our mission directly impacting critical IBD research and patient services.

Not sure where to get started?

Check Out these Event Ideas:

- **Happy Hour:** Invite family, friends, or co-workers to join your exclusive virtual happy hour event, with their favorite beverage in hand, for a donation.
- **Trivia Night:** Invite family, friends, or co-workers to participate in an online trivia night for a donation.
- **Bingo:** Turn a crowd favorite game into a virtual event and ask for donations to participate. The amount of their donation dictates how many rounds they can play!
- **Talent Show:** Let your friends, family, and co-workers show off their hidden talents in a virtual talent show! Participation, and even viewing, should require a donation! Top 3 donors get a seat at the “judges table”.
- **Dollar for Dollar:** If your donors reach the fundraising goal you set within a specific timeframe, i.e. 24 hours, you or a generous donor/company will match the amount raised.
- **Online Auction/Yard Sale:** Do you plan to declutter this spring? Do you typically have a yard sale? Do you have unique items to auction? Take pictures, create item descriptions, and post your items online for donations!
- **Dares for Dollars:** What are you willing to do to raise funds for IBD and your Take Steps team? Are you willing to shave your head? Dye your hair? Take a pie in the face? Let everyone know what you are doing to raise funds and what you will do when you meet your goal! Then, broadcast it live!
- **Crafts for Cures:** Are you artistically inclined? Make some products and put them up on a virtual auction for donations.
- **Online fitness class(es) or daily fitness challenge:** Are you a fitness junkie? Are you motivated to achieve your fitness goals, and help others achieve theirs? Enroll family, friends, and co-workers in your workout program/challenge for a donation. Post videos, motivational tips, and a daily workout/challenge to keep the momentum going.
- **Online Tutorials:** What is the hobby/craft that you excel in? Knitting, painting, gardening, cooking, or baking? Teach your skills online with virtual tutorial(s) for donations!

More Ideas:

- Birthday fundraiser
- Seedling sale
- Team T-Shirt sale
- Ted Talk style event with a keynote speaker
- Online games tournament
- Online raffle
- Paint and Sip night
- Photographers: Take a porch family portrait for friends, family, and community members
- Custom portrait drawings/paintings
- Online daily yoga or meditation class(es)
- Kid’s story time



Guide: How to Host a Successful Virtual Fundraising Event

1. **Choose Your Event:** Consider your audience and play to the strengths of you and your team members.
2. **Build a Support Team:** Organizing your event doesn't have to be a solo mission. Share your passion and plan with the rest of your Take Steps team, co-workers, friends, and family to get support.
3. **Recruitment Strategy:** Invite your entire network and encourage them to share with friends. Reach your audience through Facebook, Instagram, email, evites, and event planning websites like www.eventbrite.com. Regularly promote your event and encourage your friends and family to do the same.
4. **Monetize your Event:** You've spent all this time planning, now it's time to make sure you maximize the monetary impact of your event!
 - a. **Determine your event fundraising goal & donation/ticket amounts.** With your event plan in mind, determine target goals for participation, donations/ticket costs, and overall funds raised through your virtual event. Seek guidance from your local Crohn's & Colitis Foundation chapter walk staff!
 - b. **Sell e-tickets to your event ahead of time.** People are actively seeking opportunities to engage in virtual events right now and collecting donations and/or selling e-tickets ahead of time will help remind everyone to log on to your event, and guarantee funds raised.
 - c. **Add a raffle to your event!** A 50/50 raffle is an easy way to raise additional funds for your event and can be quickly and safely fulfilled online. Do any of your team members have specialized skills they can share? Consider adding an additional raffle to win virtual cooking classes, music lessons, or more.
5. **Consider Costs:** The best strategy is to get everything for a fundraising event donated so that all proceeds support the mission. While this is not always possible, try to keep expenses low. Offer to promote any businesses that give you a discount or, better yet, a donation of their goods or services. Benefits to these donors could include recognition on your fundraising page and social media networks, exposure to your event attendees, and more. Don't be afraid to get creative about the benefits you can offer!
6. **Technology:** Determine what online platform you will be using for your event. Before holding your event, always test your internet connection. Have a back-up plan in case technology fails in the moment. If possible, run a pre-event rehearsal well in advance of the actual event.
7. **Local Take Steps staff:** Don't forget that your local Crohn's & Colitis chapter is here to support you. Be sure to let your local walk staff know of your plans and solicit their expert guidance along the way.
8. **Encourage Engagement:** If you create opportunities for engagement during your event, your audience will be more engaged and have a greater experience. Some examples are asking participants to submit questions or comments during the event, asking them to participate in polls or quizzes, or asking them to share their own pictures, stories, and videos. Once the event is over, consider sending a post-event poll to get overall feedback.
9. **Have Fun:** Most importantly, have fun! Whether you have hosted an event before, or this is your first time, there are always important learnings and fun times to be had! Most importantly, your efforts are allowing us to continue making important investments in our IBD community and bringing people together during this critical time.

Bonus tip: Always try to bring the event back to your personal "why" & here are some great speaking points to help!

- In these unprecedented times, the Crohn's & Colitis Foundation recognizes the extraordinary challenges our communities face during the COVID-19 pandemic, many of whom may be immunosuppressed and possibly at higher risk, and we are working to support the IBD community in understanding the best ways to navigate the current climate and remain healthy.
- The Foundation is experiencing a dramatically increased demand for COVID-19 resources and expanded emotional support services during this challenging time. We are aggressively expanding our support of patients and their caregivers with new programs and content to educate and support our constituents and key stakeholders in this rapidly evolving environment.
- As we work to meet an increased community need for support and education, we remain focused on both aspects of our mission – care and cure – which includes our robust research program. We simply cannot afford to lose the momentum of years of work. As the largest public foundation funding IBD research, if we're unable to continue with our research commitments it would have a devastating impact on the IBD research community.