



**Dig
Deep**

Your Guide to Online Fundraising



If COVID taught us anything, it's that virtual personal challenges are a mainstay in fundraising. So use the opportunity to train for your challenge whilst raising vital funds!

There are a variety of ways you can challenge yourself, for example climbing a virtual Kilimanjaro using stairs or seeing how long you can stay in cold water to replicate an obstacle from Tough Mudder!

Not every challenge is physical though, remember! Doing something that challenges you will be completely unique, maybe you hate a certain food? Set the amount you want to raise and film yourself eating them!

The further outside the box your idea, the better and you can even boost awareness of your challenge by getting your loved ones involved by joining you or promoting your challenge.

Examples of personal challenges

Stair Climb - the height of Kilimanjaro is 5895 meters and the average step height is 22cm, which works out to 26,796 steps to reach the height of the mountain!

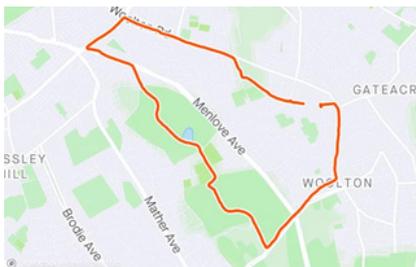
Sponsored Shave/Wax - Set an amount of money that you want to raise before you take on this commitment

Dye your hair a wacky colour - Set an amount of money that you want to raise, have even more fun with it, and let your donors select the colour through a poll

Virtual Races - There are plenty of virtual challenge resources available to legitimize your challenge and inspire you to reach your goal!

Race at your Pace ▶

Medal Mad ▶



Distance
5.30 mi

Avg Pace
9:15 /mi

Moving Time
49:06

Elevation Gain
230 ft



Top Tips

Use a fitness app to track and share your activity

Share your progress or live stream your challenge on social media

Get your friends and family involved

Do something you've always wanted to try

Examples of social fundraising

Virtual Ball - Put on your best clothes, make some drinks, video-call your friends, and party the night away.

Book Clubs - host an online book club by charging a weekly subscription for people to get involved, and discuss the book online.

Online Quiz - Is your local pub fully booked? Not a problem, host online instead! ▶

Kahoot! ▶

Virtual Quiz Events ▶

Online gaming tournament - Things like Xbox FIFA tournaments work well but there are also plenty of free-to-play games around, so gather your friends and raise some funds!

You don't always need a physical venue to host a social fundraising event, so if you have the perfect idea to fundraise but don't have a venue, why not try your idea online instead?

Social fundraising is a fantastic way to explore new hobbies whilst getting friends and family involved with your fundraising and it could even inspire others to learn more and potentially fundraise for Dig Deep!

In terms of donations, either ask people to pay a small fee each time they attend an event or sell virtual tickets if your event will be more of a one time thing. Social fundraising is really what you make it, so get creative!

Top Tip

Use the power of social media to boost awareness of your event! You may even reach some people outside of your networks. Not only could you do a countdown of the event, but you could also send invitations to get a better idea of your numbers.

Top Tip

There's nothing worse than tech issues interrupting a call, but it's not the end of the world if it happens! Most people are aware of the trials and tribulations of online calls, but to make sure everything's working fine use the first five minutes of your event to introduce yourself and what the event will entail.



Are you a painter, knitter or a musician? Perhaps you're lucky enough to be bilingual or are a skilled video editor? No matter the skill, put your talents to good use and teach them to other people!

Using your skills not only makes your challenge feel more personal, but it allows you to showcase your talent to a wider audience and most importantly, can help you in your fundraising!

Online painting lessons, gym/yoga classes and embroidery sessions are fantastic ways to include your friends and family in your fundraising and your skills may even be recommended to people outside of your own networks.

Even if you think that there wouldn't be an interest in what you can offer, it's always worth putting yourself out there, you may be surprised by who comes along!

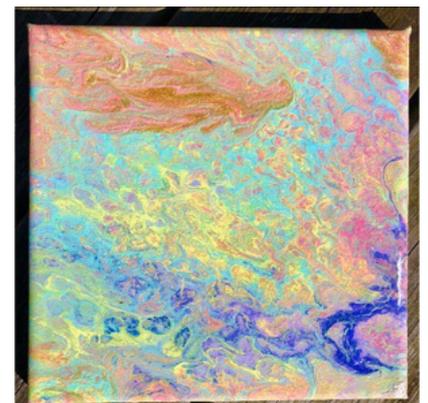
Examples of using your skills online

Teaching a language - If you're lucky enough to be bilingual, now is a great time to share those skills

Cocktail making sessions - You don't have to be a master shaker to be able to hold a session on cocktail creation. Put out a list of cocktails, get your attendees to vote and make them together!

Online painting /knitting /drawing classes - With more people working from home, many have far more time to pursue some new passions. Help someone discover their talent and share your skills by teaching your hobby to an online class.

Online Yoga Practices - Sometimes people just need a break from the stress of a bad day, why not help them by offering some yoga classes?



Top Tips

List all of the skills you have

Put up a poll to see what people are interested in

Get those who take part to donate to your Enthuse page

Bring in a friend with a particular talent to teach a class



Examples of saving and selling

Online Tutoring - With more parents looking for support for their children, you can offer your services to friends and family or tutor online

[iTutorGroup](#) ▶

[E4S](#) ▶

[Tutorful](#) ▶

Survey websites - A great way to make a little bit of money completing short surveys online

[Appen](#) ▶

[Clickworker](#) ▶

[Easy Shift](#) ▶

Selling items online - A tried and tested way of hitting your target is to source and sell items and put the money earned towards your fundraising total

[eBay](#) ▶

[Depop](#) ▶

[Vinted](#) ▶

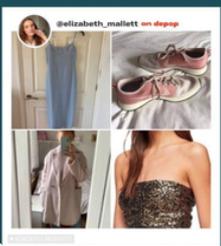
Sometimes we need to make fundraising work for us which is why using your spare time taking on a couple of 'odd jobs' can help add to your fundraising target!

If you have some clothes you've been meaning to get rid of (no doubt your friends and family do too!), are really good at a subject that could help prepare the next generation for their exams or just have a bit of downtime and want to feel productive, completing some of our examples can all help to raise money.

If you're particularly artsy, why not consider selling some of your creations? Past Dig Deep fundraisers have made earrings, offered their own delivery services and offered to do the jobs that their networks need doing!

Why not give some of them a try?

CLOTHES



Top Tip

Advertise both online over social media and with posters around your community to ensure you access as many people as possible from both within and outside of your existing networks.

MESSAGE

CHARITY RAFFLE

£1 to enter!!

WIN 3 PAIRS



Top Tip

Ask your networks to help you, from donating their time and/or talents to helping you create gifts to sell to helping you spread the word to their networks or donating their unloved items for you to sell on, there are lots of ways they can support you aside from donating themselves.

There are so many different ways to utilise fundraising online, which sometimes makes it hard to settle on just one idea.

You don't have to do stick to one 'form' of a fundraising idea, either. Mix it up with some in person and online events to make sure that you reach a wider variety of people!

Online fundraising also doesn't mean it's something you can do off the cuff, while it's just as valid as in person fundraising you also need to plan effectively in the same way you would for a physical event!

Have a think about what ideas you like the most, what is best for your personal situation and what you would like to gain from the experience. Not only will it feel rewarding when you pull off your event, but you may even find that you found yourself enjoying it more than you thought!

Examples of wildcard fundraising online

Easyfundraising - A website that partners with over 3,400 retailers to turn everyday online shopping into free donations and no extra cost!

Find out how to register your cause [here](#) ▶

Selling your creations - If you're a gifted artist or crafter and don't have time to teach your talent, why not sell some of your creations instead?

[Etsy](#) ▶

Virtual Challenges - Remember the cinnamon challenge? Planking? The Harlem Shake? The latest internet trends are a fantastic way to draw attention to your cause and encourage others to get involved!

Why not try a challenge and tag 5 friends?



Top Tips

Try to think outside of the box

Utilise the resources provided

Host some of your events on a rolling basis

Plan ahead to make sure there's no unexpected surprises

When Fundraising feels a little tough, just remember

- 1. Anything you are able to fundraise helps. - if your plans didn't raise as much as you hoped, you are still providing access to clean water, safe toilets and hygiene education!
- 2. Reach out to us, if you need help talking through your ideas or there is something that you're worried about. We can't help if we don't know, so get in touch!
- 3. Do what makes you comfortable. Yes, fundraising can involve pushing yourself to try something new, but you'll also enjoy fundraising if you're doing things you already enjoy!
- 4. Don't compare your progress to others. It can be really hard to see that your teammates have gotten off to a flying start and you haven't. Everyone moves at their own pace!

Have you seen an idea in this guide and thought about giving one a go, but aren't too sure where to start? There are multiple ways to get in contact with us:

By Email:

support@digdeep.org.uk

Instagram:

@digdeepchallenges

Facebook:

@digdeepafrica

Or book in a call with the team here.

We are open Monday-Friday from 9am to 5pm to help you bring your fundraising ideas to life!

Tips from the Team

Simon Franklin - Operations and Mass Participation Events Manager

Do something that you love! One of my hobbies and passions is football, I used that and organised football tournaments. I got my friends and local teams involved and as I came from a football background I knew all about the game, what needed to happen and how I could run an awesome event.

Tips from the Team

Megan Brown - Event and Community Fundraising Officer

There's no shame in asking for help when you need it! Fundraising is different for everyone and something you may not know could be something one of your friends or family is great at. Plus, you have the team at Dig Deep here to help if you ever get stuck!