



# Virtual Fundraising

Discover our top tips and ideas to help you get your virtual fundraising started.

**With many of our fundraising events cancelled or postponed in 2020, we need your support now more than ever.**

We appreciate that times are difficult at the moment, but for people with sight loss, social isolation can be their every day. By taking on a virtual fundraiser, any money you raise will ensure they feel less alone now and in the future.

**Thank you.**

# Need some inspiration...



## Great Guide Dogs Tea Party

As a nation of tea lovers there couldn't be a better time to stay in touch over your favourite brew. That is why our Great Guide Dogs Tea Party has gone virtual and even broken a Guinness World Record! Invite your friends, family or colleagues to pop the kettle on and join you for a cuppa and catch up. Love to bake? Challenge your guests to bake something new and showcase their creations live on your video call. Don't forget amongst the fun to ask your guests to donate the cost of their favourite cuppa.

**Get your party started at [guidedogs.org.uk/teatime](https://guidedogs.org.uk/teatime)**

## Virtual Pub Quiz

Are you a king or queen of quizzes? Yes? Then why not hold a fun filled night of trivia from the comfort of your sofa with the Guide Dogs Virtual Pub Quiz. We've done all the hard work and created 5 rounds of questions to get you started. All you need to do is pick a time to video chat and get everyone to make a donation to take part, maybe the cost of their favourite drink at the pub?

**Download everything you need at [guidedogs.org.uk/fundraisingpack](https://guidedogs.org.uk/fundraisingpack)**



## 100 for Guide Dogs

Take on your own 100 challenge this summer, your way. You can choose to Run100, Cycle100 or Swim100 between 1 July and 31 November. However you take on your 100, get sponsored to do it and help us support people living with sight loss. You could complete 100 metres, 100 minutes, 100 days - be creative. On your own or as a team, select the challenge that suits you.

**Find out more at [guidedogs.org.uk/events](https://guidedogs.org.uk/events)**





## Host a Virtual Collection

Being stuck at home doesn't mean you can't make a difference. Join the Guide Dogs Virtual Collection by setting up a **JustGiving** page and ask your friends, family and colleagues to donate in lieu of any loose change they would normally put in our iconic dog collection boxes or volunteers' buckets. With thousands of collections unable to happen in 2020, which could equate to £870,000, every penny you collect online counts.

**Join the collection at [guidedogs.org.uk/fundraiseforus](https://guidedogs.org.uk/fundraiseforus)**

## Donate Your Birthday

Make your celebration a day to remember. If you can't enjoy your special day in the same way as normal, it doesn't mean you can't make it extra special for someone with sight loss. Donate your birthday by asking your friends and family for donations instead of gifts this year. Don't forget to plan your birthday bash, video call with friends and family for a virtual party you'll never forget.

**Set up a birthday fundraiser at [facebook.com/guidedogsUK](https://facebook.com/guidedogsUK)**



## Blindfold Challenge

Looking for something to keep the kids busy? Why not take on a blindfold challenge for 1 hour, 12 hours or 24 hours as a family. Brushing your teeth, art in the dark or even a family meal. Not only is this a great way to raise money through sponsorship, but it can also help you learn about some of the everyday challenges faced by people living with sight loss and the importance of our services. Share videos and photos of your challenge to encourage people to donate.

## Dress Up Day

We've all got too comfortable at home. It's time to get out of your PJs and make those team video calls a bit more exciting. Ask your boss whether you can have a dress up day - perhaps on a Friday? Participants could donate £2 and you could even have a prize for the best fancy dress? We couldn't think of a more fun way to break up a boring week than seeing your boss pop up on the screen in full costume. Don't forget to ask your employer if they'll match fund. An easy way to double what you raise.



## Star Virtual Fundraiser

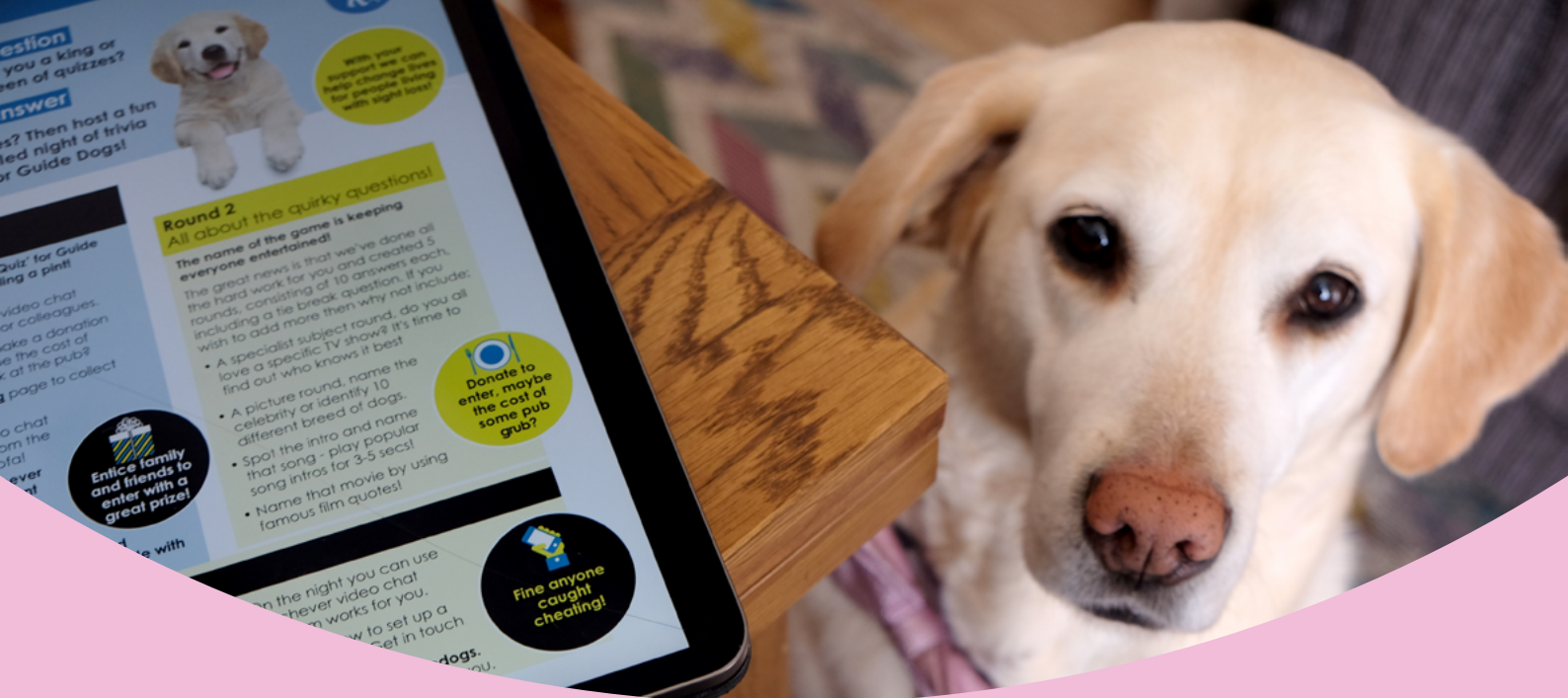
The team at Laughing Dog Food (Fold Hill Foods) found a creative way of virtually fundraising for us during the COVID-19 lockdown.

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Our staff have set themselves the challenge of covering the equivalent distance from Land's End to John O'Groats by walking, running or riding their bikes (while following social distancing guidelines) on their lunch breaks, evenings and weekends. It's been a great way to bring our team together and has given us something really positive to focus on

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**Joe, IT Manager from Laughing Dog Foods**



# Let the fundraising begin!

## Top tips

### Download a fundraising resources pack

Download your free fundraising resources at [guidedogs.org.uk/fundraisingpack](https://guidedogs.org.uk/fundraisingpack)

### Set up JustGiving page

Set up an online fundraising page to collect your donations via [JustGiving.com/guidedogs](https://JustGiving.com/guidedogs) and remember to email it to your contacts and share on your social media

### Need any help?

Our friendly team are here to help through every step of your fundraising journey. So whether you are ready to get started or if you need some more inspiration, get in touch on **0345 143 0192** or email [fundraiseforus@guidedogs.org.uk](mailto:fundraiseforus@guidedogs.org.uk)

### Share on Facebook

We'd love to hear what you have planned. Share your fundraising stories and photos on our Community Fundraising Team Facebook page. Be sure to check out Waggy Wednesdays - your chance to see what our life changing guide dogs and adorable pups in training have been up to each week. Follow us at [facebook.com/teamCF4GDs](https://facebook.com/teamCF4GDs)

### Request a Guide Dogs speaker

Make your virtual event extra special by inviting one of our speakers along to share their Guide Dogs story, answer any questions and maybe even see a VIP four-legged guest. Request a speaker for your video call by filling in our online form at [guidedogs.org.uk/speaker](https://guidedogs.org.uk/speaker)

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