

## Christian Aid Week

**Christian Aid Week is moving online! We are building a vibrant, virtual Christian Aid Week so you can still take part with your community. We'd love you to join in and show love for our neighbours near and far, as a global family.**

Using the technology we have available in our homes and on our phones, here are our top tips for organising your own virtual fundraiser without leaving your home.

### Decide what you'd like to do

We have some brilliant new ways for you to get involved and celebrate Christian Aid Week with us. You can also pick and choose from our new resources, like our guide to running your own virtual quiz, or our newly-adapted order of service, sermons and prayers.

Here are a few more fundraising ideas:

- Church lunch
- Coffee morning
- Big Brekkie
- a virtual hymn-a-thon or sing-a-long
- a virtual church collection
- a cook-a-long session
- a sponsored personal challenge
- an art competition for your younger members



Florence and her neighbour, Michael Junior, are planting trees in their village in Kenya.

**Depending on what you choose, you could have a prize available for winners.**



## Set up your fundraising event

You can set up your own fundraising page on Christian Aid Ireland's new JustGiving pages and people can make donations to your event or challenge online quickly and easily. Create your page through one of these links:

**JustGiving NI**     [justgiving.com/campaign/ChristianAidWeek](https://www.justgiving.com/campaign/ChristianAidWeek)  
**JustGiving ROI**   [justgiving.com/campaign/ChristianAidWeek2020](https://www.justgiving.com/campaign/ChristianAidWeek2020)

If a number of you are interested in holding events for your church or Christian Aid group you can set a team page on Justgiving and link your activities together. Please email [belfast@christian-aid.org](mailto:belfast@christian-aid.org) or [dublin@christian-aid.org](mailto:dublin@christian-aid.org) for instructions on how to do this.

*giftaid it* If you're in Northern Ireland don't forget to encourage your donors to Gift Aid. If you're a UK taxpayer you can boost your donation by 25% at no extra cost.

## Set a fundraising goal

Set a realistic fundraising goal but give yourself something to aim for. As you get closer to the time of your event or fundraiser, you can update people on your progress against your target to build momentum.

## Take advantage of the tools available

You can speak directly to your audience on a live video using Facebook or YouTube. This is also a great way to give people updates on your progress or share instructions on how to join in. Zoom is a brilliant tool if you want to meet people online with video. This can be useful if your fundraiser involves collaborating with others, for example if you're doing a sing-a-long or a cook-a-long session.

You can sign up for free at [zoom.us/signup](https://zoom.us/signup) and use your fundraising page to share the meeting link. Remember that anyone with the link can join the meeting so ensure you have enabled the password feature, as this is usually off by default. This will mean that only invited people with the password can access and ensures your meeting is secure. You should also make use of the waiting room feature to help you control who enters the meeting.

## Make it personal

Add a personal touch to your fundraising communications. Tell your supporters what has inspired you to fundraise and let them know a bit about Christian Aid. If you're doing something unique or interesting, tell people to publicise your event and make it stand out. Add any photos or images to draw people in and make a connection.

