

Taking Your Event Virtual

Thank you for choosing to host your fundraiser in support of St. Louis Children's Hospital. Your passion, dedication and hard work have brought an event to life, making a big impact in the fight against childhood illness. Let us help you amplify your impact by going virtual.



How We Can Help

St. Louis Children's Hospital Foundation is here to help you be as successful as possible in your fundraising endeavors. Below are the ways in which we can help do this:

- Provide one-on-one support via email or phone
- Supply resources including:
 - a support letter that validates the authenticity of the event for one year
 - event listing on our Calendar of Events page
 - the use of our name and logo
 - media advisory templates
 - branded collateral (where applicable)
- Issue tax receipts for eligible gifts according to IRS guidelines

Virtual Event Checklist

Decide on or update your event name and/or event artwork to incorporate 'Virtual' or 'Online.' We share some ideas below.

- ☐ [Register](#) your event with St. Louis Children's Hospital Foundation.
- ☐ Set-up regular virtual meetings with your committee, if applicable.
- ☐ [Create your fundraising page.](#) A Children's Foundation staff member can help.
- ☐ Reach out and secure the people you need to make it happen. This may include talent, speakers, corporate sponsors and virtual volunteers among others.
- ☐ Develop a communications plan for your intended audience.
- ☐ Create any social media accounts or update them as needed.
- ☐ Promote your event via social media and email and encourage fundraising!



Event Examples to Inspire Your Thinking

P2P Fundraising: Peer-to-peer fundraising is a seamless way to engage your community in online fundraising. Consider aligning your fundraising goal with an activity such as a 5K run/walk, a 15-mile bike ride, an all-day bake-a-thon, etc. Challenge your friends and family to participate and donate. Utilize this customizable fundraising site: [Fundraise Your Way Page](#)

Virtual Trivia Night: Pick a theme, come up with questions, decide your streaming platform and encourage online donations for entry. When people team up, competition gets even fiercer and the desire to win prizes ups your impact.

Celebrations: Think of the real-world celebrations you love. Create the same fun atmosphere — and connection with friends and family — online. Play games, sing songs and maybe even have a dance party, whatever fits the celebration best. In lieu of gifts, encourage donations to St. Louis Children's.

Creating Engagement Online

Before Event:

- ☐ Announce prize giveaways for registration.
- ☐ Create achievement/milestone badges.
- ☐ Provide incentives for fundraising.

Event Day:

- ☐ Maintain 'live event' magic by streaming on Facebook Live, Instagram Live, Zoom, etc.
- ☐ Encourage social sharing on the day of the event and repost content on your account.

Questions? Contact Hannah Heimos at 314.286.1270 or Hannah.Heimos@bjc.org.

Harness the Power of Social Media

For any event, but especially a virtual one, social media is a vital tool. Use it to establish and market your event and be sure to think of unique ways to develop a social following. Remember that images and videos are worth a thousand words online! Use social media to keep yourself and contributors connected to the cause. Below are some social media best practices to follow:

- Make your content easy to read by writing at an 8th grade reading level or below.
- Use headings, bullets and lists where possible to make your content easier to scan.
- Keep paragraphs to only two or three sentences.
- Make your posts relevant.
- Add a call to action to each post. Ask your followers to share your post, include a question to encourage comments or provide a link to additional information.
- Respond to any comments or questions quickly.

Tag Children's in your posts!



@STLChildrens



@STLChildrensHospital



@STLChildrens



St. Louis Children's Hospital Channel