



## Virtual Fundraising Ideas

Thank you for hosting a Greater Cleveland Food Bank Harvest for Hunger Drive! We know that engaging your employees during this time of remote work can be challenging. Below are some creative ideas to help you make your virtual fundraiser fun and interactive.

- **Fitness Challenge:** Want to make your fundraiser a fun, healthy and impactful experience? Click [here](#) to learn more about a variety of ways to add a fitness component to your fundraiser.
- **Social Media Takeover:** Have a GCFB focused “takeover” of your social media accounts by sharing content from our website, social media pages, and your virtual drive donation link.
- **Challenge a Rival:** Compete with a rival team, organization, or department to see who can raise the most money. Having a prize is a sure way to make the competition more interesting.
- **CEO Challenge:** Have you ever wanted to see your CEO or leadership wear a funny costume, sing in front of a crowd, or do some other goofy challenge? Set a goal for your fundraiser to make your CEO or leadership take the fun challenge!
- **Executive or Board Match:** Spur employee giving with an executive match during your fundraiser. This could be for the duration of the drive or for a specific day and time.
- **Host a TED Talk-Style Event:** Host a live-stream presentation with a speaker or panel on a particular topic like leadership lessons or hunger. Include a link and call-to-action for your attendees to donate to your drive.
- **Online Contests & Competitions:** Participants can pay to enter and donations count as votes! Create a contest that is connected somehow to your drive:
  - **Talent Contest:** Invite executives at your company to serve as judges in an America’s Got Talent style competition.
  - **Photography Contest:** Host a photography competition with prizes for different categories. May we suggest a food category?
  - **Costume Contest:** A food themed contest works great for this.
  - **Art or Drawing Contest:** Create a theme or several categories. This is a great way to also include kids!
- **Skip a Meal or Coffee:** Encourage participants to forego their morning coffee or skip a meal and donate what they would have spent to your fundraiser.
- **Gas Money:** Encourage employees to donate what they would have spent on gas in a week or month if they had to commute to the office.



# Greater Cleveland Food Bank

- Scavenger Hunt: Create a series of clues and riddles that participants must solve and navigate through on Google Maps. You can ask participants to donate to play or organize the hunt so that all participants except the 1st place person or team donate. Learn more about virtual scavenger hunts [here](#).
- Watch Party: Host a watch party for a documentary or film related to food insecurity. Choose a movie, schedule a time, and ask for donations, or sell “tickets” to the event and even have movie snacks and candy shipped to participants ahead of time. View a list of some suggested films related hunger [here](#).
- Game Night: Bring people together to socialize and play Pictionary, Trivia, Bingo or other on-line board games. You could also organize a gaming tournament with multi-player games like Call of Duty, Rock Band, Mario Kart, or FIFA. You can view some on-line group game options [here](#).
- Class or Workshop: Offer a paid cooking lesson from your food services team or a talented volunteer. Sell tickets and donate the proceeds to Greater Cleveland Food Bank. Other classes you can offer are yoga, meditation, exercise, art, knitting, or a foreign language.
- Jelly Bean Challenge: Participants donate to have their co-workers or leadership randomly choose from 20 different jelly bean flavors to eat during an on-line event. Half of the beans are unpleasant flavors like rotten eggs and moldy cheese. To opt out and avoid the chance of eating a foul-tasting bean, employees or executives could increase the amount they donate. Learn more [here](#).

For additional questions about running a Virtual Fundraising Drive with us, check out our website [www.GreaterClevelandFoodBank.org/HFH](http://www.GreaterClevelandFoodBank.org/HFH) or send me an email at [tholan@clevelandfoodbank.org](mailto:tholan@clevelandfoodbank.org) for assistance.

**THANK YOU!**