

Virtual Collection Guide

If you're tired of the cold, wind, and rain, why not try a bucket collection from the comfort of your own home?

Getting ready for the event

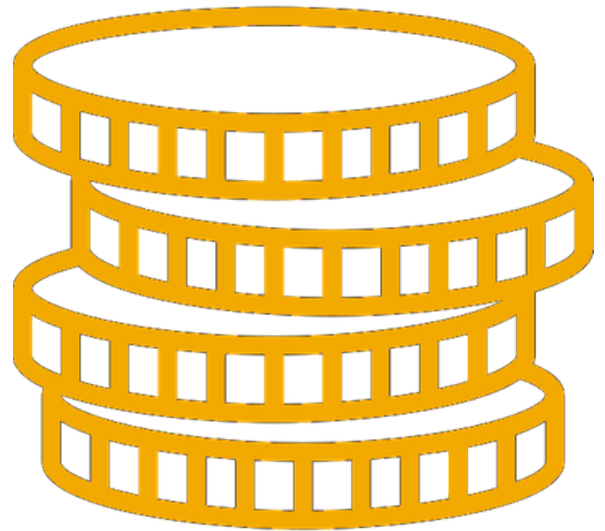
- Pick your date - choose a day when you will be free to spend time making videos, and trying to get as many donations as possible.
- Advertise the collection - post on social media, and message as many people as you can about what you're doing in the week leading up to your event.
- Choose your target - pick your total you hope you raise from the event. This will keep you motivated and encourage people to donate.

What you'll need

- An MRF collection bucket (or tin if you don't have a bucket)
- Your MRF t-shirt
- Fancy dress (optional)

On the day

- Get into your fancy dress first thing in the morning. Post photos of you with your bucket on all your social media pages saying what you're doing, and don't forget to add the link to your fundraising page!
- Message any group chats you have and send an email to all your friends and family to spread the word.
- As donations come in remember to publicly thank your donors - this will encourage more people to donate!



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"It's never too late to see how you can adapt your fundraising plans to be online"

- Mike Cox, Kilimanjaro Trek

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Post event

- Share your favourite photo from the day and the grand total - along with one final share of your fundraising page!

Top tips

- Set yourself challenges - people will be more likely to donate if after a certain number of donations you promise to do something silly!
- Go live - make the most of being in fancy dress and broadcast to as many people as possible using Facebook or Instagram Live. Remember, all of your friends/followers will get a notification, so this is guaranteed to boost engagement.
- Get people involved - maximise your networks by getting friends and family to take part as well! They can use your fundraising page, or choose to set up their own.
- Get creative with your advertising - make videos, memes, and post all your photos to your Facebook/Instagram story to get as much attention as possible.



The important bits

- Only host your virtual collection in your garden and/or home (as you do not have a permit or permission for any other location)
- Make sure you follow the most up-to-date government medical advice and do not socialise with anyone outside of your home.
- If you are emailing multiple people to let them know about your challenge, remember to BCC them into your email to ensure you are complying with GDPR regulations.

**For more information contact
students@meningitis.org**

"If you make it fun for yourself then it is fairly easy to hit that final target!"

- Sarah Blanchard, Kilimanjaro Trek