

# Virtual Sports Watching Guide

Whether it's football or the test match, unite your friends and family in the sitting room stalls all in aid of MRF!

## Getting ready for the event

- Choose your sport - it's important to pick the right game. Selecting local teams is a good place to start or teams that you know your audience will back.
- Decide how you are going to watch the game with friends. We recommend sending a zoom link out whilst watching the game on your television.
- Advertise your event - set up a Facebook event and invite your friends and family. It's also worth promoting it in relevant Facebook Groups too, from the sports team page to local fan groups, invite as many people as you can.
- Get the club involved - if you are running this event with a local team in mind, why not drop them an email/tweet/letter to tell them about your plans. They might be able to donate a signed football/shirt or they could share the event on their social media or even donate!



## Fundraising

- Ask people to donate a set amount onto your Just Giving page to be involved. £5 is a good price point.
- You could ask people to place bets on who will score first or win the game\*.
- Perhaps you could ask a local sports commentator to do the commentary during the game. This will help build your audience, and therefore raise more money on the night, especially if it's a recognised name.

\*see important bits on the next page.

"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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## What you'll need

- A laptop/computer to host Zoom
- A Zoom account
- A TV!
- Betting card template and tracker

## Top tips

- Get the whole family involved! Offer £5 per person or £15 per family to encourage more people to attend.
- During half time, make sure you mention to everyone why you are supporting Meningitis Research Foundation and how donations will help MRF to defeat meningitis wherever it exists.

## Post event

- Thank everyone for taking part and share an update on your Just Giving page to let your supporters know how you are continuing to fundraise.

**For more information contact [fundraising@meningitis.org](mailto:fundraising@meningitis.org)**

## The important bits

- The entry price of the sweepstake must be the same for everyone
- Be sure to find a separate prize for the winner so the sweepstake money can directly support your fundraising goal and MRF's mission. We recommend speaking to local supermarkets, independant retailers and restaurants for vouchers or a hamper. You must make sure participants are aware they will be winning a prize and you are clear that the host won't make a personal profit (i.e. all funds will be donated)
- You must not sell entry to people on the street or house-to-house.
- For more information about the rules of running your own fundraising sweepstake please visit the Gambling Commission website: [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)
- Check the most up-to-date advice on social distancing to ensure that your sweepstake is safe and legal.

**[www.meningitis.org](http://www.meningitis.org)**

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

- Sarah Blanchard, Kilimanjaro Trek

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