

Online Busking Guide

If you or a friend are musically talented, busking live on social media can be a great way to fundraise from home!

Getting ready for the event

- Pick a time and date - Choose a time that is convenient for you and your followers and make sure it isn't too late in the evening, you don't want to get a noise complaint!
- Advertise your event - Shout about your event on social media and ask your friends and family to share it too.
- Choose your platform - Facebook and Instagram Live are perfect for this type of fundraiser.
- Check your set up - Make sure people can hear and see you clearly before you get started!



The important bits

- Make sure that you have a safe environment to stream from, and ensure that you only perform from within your home.
- Be conscientious of those around you - try to busk during the evenings when most people aren't working or trying to get some sleep!

What you'll need

- Your instrument of choice
- A computer with microphone and camera (or camera phone if you are using Instagram Live)
- MRF decorations (optional)

www.meningitis.org

"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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On the day

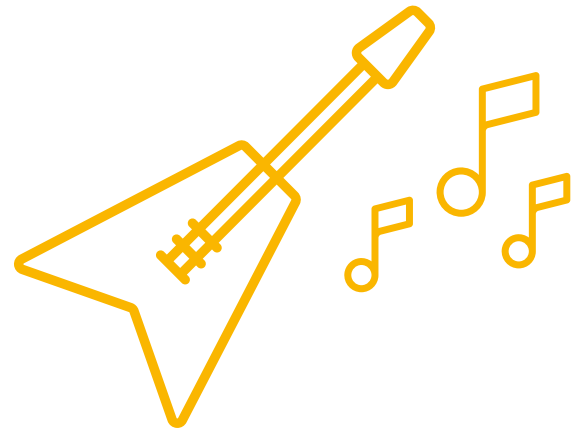
- Give your fundriaser one last shoutout on social media.
- Get set up before you start broadcasting, and make sure any equipment you are using is working.
- Start performing! Give it your all and let your inner superstar shine!
- Share your fundraising page regularly throughout the event, people might be enjoying it so much that they're willing to donate a little extra!
- As donations come in remember to thank your donors as this will encourage even more people to donate.

Post event

- Thank everyone for tuning in, and share any highlights from the event along with your online fundraising page to collect any final donations!
- Share an update on your Just Giving page to let your supporters know how you are continuing to fundraise whilst self-isolating.
- Plan your next online busking event...?

Top tips

- If you've got any MRF decorations (such as a t-shirt, banners, or balloons) then get them set up in the background of your performance to remind people why you are doing it!
- Feeling super-talented? Take requests in return for a donation!
- Make sure you mention in your stream why you are supporting Meningitis Research Foundation and how people's donations will help MRF to achieve our goal of defeating meningitis wherever it exists.
- If you've got someone in your household who is also musically talented then get them to join in with you too!



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

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

- Sarah Blanchard, Kilimanjaro Trek