

Fundraising A to Z

Heart & Stroke's virtual fundraising A-Z tool is full of original, inventive, and creative ideas to help you breeze past your fundraising goal.

A

Aerobics class – Find a class online and encourage your friends and family to do it with you. Suggest that those who attend donate to your support your fundraising for the Virtual Ride for Heart.

B

Book club – Pick a book for you and friends to read. Everyone reads it and discuss it over video chat. Ask that everyone who participates to make a donation.

C

Calendar – Either by yourself or with friends, take or find twelve photos to create a calendar using an online template. Get creative and pick a theme. Sell the calendars and use the proceeds towards your fundraising.

D

Data party – Create a list of countries you've visited, kilometres you've travelled, shoes you own, tiles on your ceiling, etc. Count everything. Host a video conference or make it a survey and ask for a donation for the chance to submit a guess. Find a prize you can award to the winner (even a small one).

E

Email signature – Include an email signature at the bottom of your email to promote why you are supporting the Virtual Ride for Heart. That way, every time you send an email, you are making a soft request for support. Be sure to include a link to your personal donation page directly in your signature to make it easy for people to donate online!

F

Film club – Pick a movie, post on your social, tell your friends and family when you're going to watch it. Encourage them to watch it 'with' you. Afterwards discuss it with your friends, what you liked or didn't like. Ask that everyone who participates to make a donation.

G

Games night – Play chess or another online game together. Make it a tournament and everyone who participates makes a donation.

H

Healthy walks – Set up a lunch hour virtual walking club and invite all your colleagues to join the team in return for a donation. Encourage participants to take a selfie and share the story of your walk. Post it on social media and tag #VirtualRideforHeart.

I

Icebreakers – Ask friends and family to create a quiz with questions about themselves. Host a video conference party to complete the quizzes. Suggest guests donate or charge an entry fee and make it a 50/50 pot with ½ the funds going to the winner who gets the most correct answers.

J

Jewelry party – Take photos to share online or set up a video conferencing call with friends and show off your jewelry. Tell them where you got it, for how long you've had it, if it has family significance, and have your virtual guests do the same. Ask for a donation to participate.

K

Karaoke competition – Pick a song, record yourself singing it, post it online and challenge a friend to either do it better or differently. Take requests and ask for donations.

L

Lunch money – Donate what you would have normally spent on lunch at the office or skip the home delivery and donate the money you would have saved. Encourage your friends, family and co-workers to do the same!

M

Matching donations – Check to see if your company offers a Corporate Match or internal giving program. Lots of companies offer these programs, and all you have to do is ask. It's a great way to get others to support you, too, knowing their contribution will be doubled. Every dollar adds up!

N

Nominate – Make the most of your social media networks and nominate your friends and colleagues to participate and fundraise in support of Heart & Stroke. Who knows what might spark the next viral nomination challenge? Use the hashtag #VirtualRideforHeart on your social channels.

O

Ornithologists club – From your own home, watch the birds that visit your neighbourhood. Create a chart of the different birds and have your friends play bird watching bingo! Play with your friends, whoever fills their cards.

P

Paint night – Get creative and host a virtual paint night. Have everyone paint the same image or let the creativity flow with freestyle painting. Organize it amongst friends and family with a pay-what-you-want approach for participants.

Q

Quit it – Whether your vice is smoking, caffeine, or sugary or salty treats – get your friends and family to support your efforts to give it up! Make it even more interesting by committing to pay a penalty for slipping up. This is a great way to improve your heart health while also raising funds!

R

Radio host – Offer to make playlists for your friends and family. Make a playlist that suits their taste, or yours, and send it to them to listen to while they run, cook, wind down, etc. Be creative! Ask for a donation to support your fundraising.

S

Sociable – Put on the kettle, brew a pot of coffee, have a seat, and call some friends. Now is a great time to reconnect, see how they're doing, tell them you're still doing the Ride for Heart and ask if they can support you; anything helps.

T

Talent show – Host a virtual talent show! You can host it live on a video conferencing system, or you can record it and post it on your social pages. At the end of your act, tell people why you're doing it and invite others to show off their talents too. Ask people to support you by making a donation.

U

Updo your updo – Do your hair the way you've always wanted to but would never wear out in public. Take pictures and share on your social and tag #VirtualRideforHeart. Make it a contest amongst your friends and family and have everyone share their hairdos. Explain why you're doing it and ask for a donation.

V

Virtual party – Use a video conferencing system of your choice and have a party. Virtual guests donate to support your fundraising. Make it a themed party and have everyone dress up!

W

What's in the box? – Gather some household keepsakes and place them in a box. Host a video conference with friends and family and do a show and tell! Or make it a party and have guests play 20 questions to guess the item(s) in the box. Ask for a donation to support your fundraising.

X

Xylography – Let's be honest; there's not a lot of fundraising activities that start with X! After you google it, why not do some of your own wood engravings, create a sign or something similar, and sell it. Proceeds go to supporting your fundraising.

Y

Yoga class – Find a virtual yoga class online and get your friends and family to join you. Maybe you know a yogi who can lead your class on a video conference! Ask for a donation from all those who participate.

Z

Zesty zucchini cookbook – Google your favourite zucchini recipe ideas, put them all together and share the 'cookbook' with your network. Suggest people donate to your page because you were so keen to find a unique virtual fundraising idea that you made it to Z on an A-Z Fundraising list.

Thank you

Heart & Stroke appreciates the time and effort you spend fundraising to support the Manulife Heart & Stroke Virtual Ride for Heart. Your efforts help fund research breakthroughs. And that means more lives saved.



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