

Virtual fundraising is an exciting and creative way to engage your supporters in your favorite cause. Check out these 5 steps to a successful virtual fundraiser, and reach out to your Jimmy Fund liaison to get started today!

# 5 Steps to a Successful Virtual Fundraiser

# 1

## BRAINSTORM AND RESEARCH

There are many great ways to host a [virtual fundraiser](#). If you're comfortable with technology and ready to showcase your hosting skills, consider a livestream. We have some ideas and tips in our toolkit to get you started! If you're more comfortable behind the camera, your Jimmy Fund liaison can set you up with an online fundraising page or guide you through an online auction. Whatever you choose, the Jimmy Fund is here to help you every step of the way.

# 2

## CONSIDER YOUR SUPPORTERS

Consider the people in your life who will support your fundraising efforts. Are they tech-savvy? Do they like to receive invitations in the mail? Are they interested in unique auction items? There is something for everyone within virtual fundraising. We are happy to help you think through these questions.

Knowing your audience is key to fundraising success. If your event participants are not comfortable with technology, a livestream may not be the best approach, but an online fundraising page or virtual auction may work great.

# 3

## GET STARTED!

Once you've decided on the direction to take your fundraiser, contact your Jimmy Fund liaison to get started and receive additional fundraising resources.

# 4

## SHARE AND FUNDRAISE

It's time to let the world know about the cause you're supporting! Share your virtual fundraiser through live-streaming, email, social media, Facebook fundraising, phone calls, letters, and more. Getting the word out is the key to a successful virtual fundraiser. Check in with your Jimmy Fund liaison for ideas on how to best promote your virtual efforts and secure support from family and friends.

# 5

## THANK & SHARE PROGRESS

Once your fundraiser is complete, it is important to thank your donors and supporters and let them know how much you raised. Remind them of the great strides being made at Dana-Farber thanks to their generosity. Your Jimmy Fund liaison can help you with language to thank your donors and creative ways to share updates about Dana-Farber.