How to support AfriKids through virtual fundraising
Welcome to the AfriKids virtual fundraising guide. In this guide you'll find everything you need to help you run an online fundraiser for AfriKids.

Virtual fundraising can be done from anywhere at anytime and can be as fun and creative as you wish to make it. This guide offers ideas for different types of online fundraisers as well as tips for how you can make yours successful.

Thank you again for raising money to keep children in northern Ghana healthy, safe and in school. We can't wait to hear how your fundraiser goes!

The fundraising team
AfriKids

Thank you for helping us change lives.

Any amount raised, large or small, can make a massive impact.

£5 could help protect young girls from child marriage

£11 could educate a young person on their rights

£50 could empower a teen mother with childcare training

£167 could boost a community’s health by training a nurse

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Ideas for virtual fundraising

Start a Facebook fundraiser

**Step 1:** visit the AfriKids facebook page and click on the fundraisers tab.
**Step 2:** Once there, click the “Raise money” button.
**Step 3:** A pop-up window will appear, asking you how much money you’d like to raise and when you would like your fundraiser to end. Typically, we recommend a fundraising target of £200 and a fundraiser duration of two weeks.
**Step 4:** The next page will ask why you are raising money. Suggested text has been provided already, however we encourage you to add your own personal message.
**Step 5:** Once your page is set up, share it with your friends and encourage them to donate if they’re able.

Take our “10k your way” challenge

Interested in boosting your health and fitness? Our virtual 10k challenge is a great way to do so while raising money for AfriKids. Unlike traditional 10k events, the 10k your way challenge let’s you take on a 10 kilometer run wherever you are, whenever it fit’s in your schedule, and in whatever increments you’re comfortable with.

**Step 1:** Create a fundraising page on Facebook or Charity Checkout (see our “Create your fundraising page” section on page 4 for guidance)
**Step 2:** Set a target of £250 (or higher if you’re comfortable) and share it with your friends and family. Let them know that you are taking AfriKids’ 10k your way challenge and ask that they contribute however they are able. You can even ask them to “sponsor a kilometer” by donating £25.
**Step 3:** Set a deadline for when you will complete the challenge by and be sure to update donors on your progress along the way.

Host a virtual event

Create a virtual event such as a quiz night, bingo game, etc. (see our “Create your event” section for guidance) and send an e-vite to your friends and family. Let them know in the invitation that you’ll be asking participants to make a donation to AfriKids. This is a great way to bring your long distance loved ones together while supporting charity.

**Step 1:** Think of a skill you have that others would be interested in.
**Step 2:** Create a fundraising page and ask that those who wish to participate make a donation to AfriKids.
**Step 3:** Create a virtual event and link it to your fundraising page.
**Step 4:** Share your fundraising page and event details with your network and encourage people to join.
**Step 5:** On event day, make sure you have all the neccessary materials and get ready to share your skill!
More ideas

Take a wacky hair challenge

Live stream yourself doing something wild and wacky to your hair. Dye it crazy colours, shave your head, let your friends wax a pattern into your legs, the possibilities are endless! The more extreme your wacky hair challenge is, the more people will want to donate. Here’s how it works.

**Step 1:** Choose what wacky hair challenge you want to do. You could even create a poll and have your friends vote on what they want to see most.

**Step 2:** Create a fundraising page. Be sure to include your fundraising target and let people know what you will be doing to your hair if the target is reached.

**Step 3:** Create an event or plan a live stream and link the details to your page.

**Step 4:** Share the fundraising page on social media and invite people to contribute.

**Step 5:** On event day, make sure you have all the necessary materials to take your challenge. Then hit record and have fun!

Host a virtual skillsharing workshop

Do you have a skill that people would like to learn? Maybe you do yoga, speak a foreign language, train dogs, paint portraits or bake cakes. Host a virtual workshop where you share your skill with others and teach them how to do it themselves.

**Step 1:** Think of a skill you have that others would be interested in.

**Step 2:** Create a fundraising page and ask that those who wish to participate make a donation to AfriKids.

**Step 3:** Create a virtual event and link it to your fundraising page.

**Step 4:** Share your fundraising page and event details with your network and encourage people to join.

**Step 5:** On event day, make sure you have all the necessary materials and get ready to share your skill!

Live below the line

Raise money and awareness for global poverty by challenging yourself to eat on £1 a day for five days, the budget of those living in extreme poverty in the UK. Determine the amount of money you otherwise would have spent on food and donate it to AfriKids to help us fight poverty in northern Ghana. Challenge your friends to do the same!

Contact kristin@afrikids.org for more ideas on how you can support AfriKids.
Step 1: Choose your fundraising platform

We recommend either creating a Facebook fundraiser (as outlined under the “Start a Facebook fundraiser” heading on page 3) or using our main fundraising platform, Charity checkout. Here are the links to each:

Facebook: https://www.facebook.com/fund/afrikids/
Charity Checkout: https://afrikids.charitycheckout.co.uk/fundraising/start#!/

Step 2: Create and Customise your page

Fundraising pages are most successful when they are personalised and specific. Be sure to include the following on your page:

- **Why you are fundraising:** Let your family and friends know why you have chosen to raise money for AfriKids and why our cause matters to you. If they know this is close to your heart, they will be much more likely to support it.
- **A fundraising target:** Decide how much you want to raise and specify this on your page. Make sure you keep your network updated as you get closer to your target and continue encouraging them until you’ve met your goal.
- **Suggested donation amount:** Depending on the type of fundraiser you choose to do, providing specific examples of a donation amount that you feel is appropriate can be very effective. For example, if you are offering an event or service such as a skill sharing workshop, consider what people would typically pay for it and suggest a donation around that price. Alternatively, you could provide this list of pricepoints for what different amounts of money could do for children in Ghana, to encourage them to contribute as they wish. See page 1 for suggested amounts.

Step 3: Spread the word

There are many ways to spread the word about your fundraiser, choose whatever works best for you. Share your page on social media, email it out to friends and family, or text your friends the link and encourage them to donate. Any method you prefer is fine, as long as you make sure people know you’re fundraising.

And that’s it-- it’s that simple! Should you have any questions, please contact kristin@afrikids.org.

Thank you for helping us bring big smiles to little faces.