

# How to Use Virtual Events to Boost Charity Engagement & Fundraising



Charities can utilize virtual events in various ways to build internal employee engagement, raise funds, increase awareness, and engage with their supporters.

Here are some common strategies we see at Confetti:

## 1. Internal Team Events



This is the bread and butter of our work here at Confetti. Your team comes first and they're the ones behind all the magic of what you're able to scale and do. It's important to see them as important contributors for broader impact. Without their dedication or support, your non-profit wouldn't be able to do all the wonderful things it does.

## 2. Fundraising Events



You can organize events specifically aimed at raising funds for the charity's cause! You can do this in many ways by selling tickets or utilizing certain experiences like our [online poker](#) or point-based games to create tiers for support.

## 3. Create Branded/Themed Community & Awareness Events



Host events focused on raising awareness about your charity's mission. Consider allocating 15-30 minutes before or after the event to address the issue your organization makes an impact in. For example, if you're in the environmental advocacy space, you can consider inviting community members to a [Mini Games](#) where their participation plants real trees! You can also consider getting volunteers to take part in panel discussions or other seminars/workshops.

## 4. Peer to Peer Fundraising



Confetti makes it so easy to plan an event. We can help the most novice and amateur of planners look like pros! You can encourage your existing supporter base to invest in an event and fundraise on behalf of the charity. This can involve activities like bake sales, where they learn to bake a cookie with Confetti or simply partake in any event where individuals raise money from their own networks!

## 5. Networking & Partnership Events



Consider collaborating with a business or non-profit that wants to join forces and bring awareness and financial contributions to flow both ways. Our [Networking Water Cooler](#) can help spark new connections, or if the group is a bit bigger, consider doing a [Confetti Pub](#) event and co-hosting the fundraising drive.

## 6. Supporter Appreciation



While it's always nice to get some extra funds for your causes, consider occasionally doing events that are purely for the fun and enjoyment of your already existing supporter base.

## 7. Annual Events



Establish signature annual events that become associated with the charity and draw consistent support year after year. These could be themed events or milestone celebrations. People like consistency and this helps better with planning in advance!

By utilizing a mix of these event strategies, charities can effectively engage with their supporters both internal and external, attract new donors, and make a meaningful impact in their communities.