

Making your virtual Buddy Walk[®] meaningful

While your virtual Buddy Walk[®] will not be the same as an in-person gathering, there are many ways to keep your community connected and get them excited to participate. The best way to do this will be based on your local community, but you can use the ideas below to kick-start your brainstorming.

- Create a hashtag for your event and encourage people to use it.
- Use hashtag: #BuddyWalkGoesVirtual
 - Host a social media contest: the winner could receive free entry into the 2021 Times Square Video
- Create a strong fundraising call to action. Focus on how we can unite virtually and the difference their dollars will make.
- Social media / Digital plan
 - Do you have incentives for top social media postings?
 - Do you have Facebook Fundraisers turned on?
 - Are you utilizing Instagram's donation button to activate fundraisers?
- Outreach to past participants, especially past Team Captains
- Are you offering a virtual Buddy Walk[®] Kit with incentives for those who purchase a registration? (t-shirt, medal, bib)
- Prize incentives for fundraising levels can still be used virtually
 - Arrange for mailing of incentive items after event day or organizing a pick up
- Facebook Live/Go Live for: Opening Ceremony, speeches, self-advocate awards, social distancing medal ceremony, Closing Ceremony, entertainers
- Focus on "Friendraising" as well as Fundraising
 - Encourage your networks to help as they can
 - Focus on community building with fundraising being part of the larger celebration
- Create benchmarks for Team registration numbers so you know where you fall in comparison to last year
- Language: Keep it broad and open to change
- Consider a socially distanced small event depending on your local guidance and community comfort level



**#BuddyWalk
GoesVirtual**

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Useful links:

<https://www.soapboxengage.com/blog/1887-virtual-fundraising-event-tips>

<https://www.donordrive.com/resources/blog/6-methods-to-shift-your-cancelled-fundraising-event-into-a-virtual-event/>

<https://www.ahp.org/resources-and-tools/ahp-connect/ahp-connect-details/building-a-virtual-fundraising-action-plan>

<https://www.eventmanagerblog.com/virtual-event-ideas>

<https://venturebeat.com/2020/04/11/virtual-events-are-the-new-normal-heres-how-to-plan-one/>