



## *Virtual Fundraising*

Join the Magnolia Movement from the comfort of your own home or office! As COVID restrictions continue, some people are limited by the amount of people they can be around for large events. You can utilize social media to engage with your community in just a few easy steps. Featuring our signature virtual fundraiser:

### *The Magnolia Movement Push Up Challenge*

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Question: How does it work?

Answer: Set a goal for the amount of push ups you will complete as well as the donation you will provide to help assist with the recovery of victims of human trafficking in the state of MS. Then, you will nominate/challenge another friend or coworker to do as many push ups as you did, followed by their own donation of their preference.

Step 1: Register on our website to fundraise so we can help get you started.

Step 2: Gather your ideas for kick off.

Step 3: Promote your Push Up Challenge with the graphic provided by CVP.

Step 4: Record a video of you completing your push ups

Step 5: Toward the end of the video say the name of the person you are nominating

Step 6: Post this video to facebook, instagram, etc.

Step 7: Include a link for people to make a donation online

You can also create a facebook fundraiser using the fundraising feature on the FB app. This feature allows you to invite friends to your social fundraiser where people can share photos/videos and stay engaged with your Push Up Challenge.

Lastly, enjoy the fun and encourage people to meet their push up goals!

## Interested in some other virtual fundraising ideas?

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### **Virtual Karaoke/Talent Night**

Turn the camera onto your friends, coworkers, or community group! Plan a facebook event or zoom call so that people can share a song through video.



### **Online Auction or Shopping Event**

Calling all ARTISTS! Maybe you're a creative person who designs art, jewelry, or furniture... you can use your talents to raise awareness and gather donations for the Magnolia Movement. Stream a live video of your products and encourage people to tune in by promoting your sale.



### **Conference Call Costume Contest**

How convenient that you only have to wear a costume from your waist up to your head since that's what the camera sees? Choose a category for best or most creative costume and ask that people participate by giving a donation.



### **Virtual Cooking Lesson**

Share your favorite recipe with your community, family, and friends! Encourage a donation to attend your virtual cooking class.

<https://blog.yelp.com/2020/05/how-to-host-a-virtual-cooking-class>



### **Virtual Coffee Break**

Partner with your local coffee shop.  
For every cup of coffee, a percentage can be donated to CVP!



### **Grocery Drop Off**

At your service! For those people who don't have access to online grocery shopping through COVID, you can offer to be their personal grocery shopper in exchange for a donation.

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[Learn More About Facebook Fundraising Here](#)



<https://socialgood.fb.com/charitable-giving/page-fundraiser/>



If you have any other questions about how to get involved with the Magnolia Movement, please reach out to Rebekah at [rolson@mscvp.org](mailto:rolson@mscvp.org) or visit [www.mscvp.org](http://www.mscvp.org).

*Magnolia Movement is a campaign that supports the Center for Violence Prevention.*