

# Pay 4 Play Virtual Fundraising Guide



**PennState Health**  
Children's Hospital



**Children's  
Miracle Network**  
Hospitals



**Fundraising Coach**

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# Why go virtual?

## Wider Reach

With a virtual event, you can share your love for Pay 4 Play with even more people around the world.

## More Accessible

Virtual events are available for those who are not able to participate in person.

## Lower Cost

By going virtual you no longer have to pay for venue, food, and other costs that eat up your profits.

## Less Prep Work

Easier logistics. No need to worry about what to wear, cancellations due to weather, coordinating with vendors or transportation!

**Virtual fundraising can be a lot of fun  
AND help you reach your fundraising goals!**



**#KidsCantWait**



# In this guide you will find:

- 4 key ideas for your 2020 Pay 4 Play virtual fundraiser
- Instructions how to set up a virtual fundraising page
- A complete list of ideas for you, your family friends or coworkers



# Charity Motorcycle Ride

Here is how it will work:

## Set Up a Fundraising Page

### Invite

- Invite your rider friends and family to register online to be a part of this event.
- Set a registration fee which participants will donate to your online fundraising page.
- Registration fee donations will go to support Pay 4 Play and help you reach your fundraising goal.
- Registrants can help collect pledges from family, friends, coworkers, neighbors etc. to help you reach your goal. Everything will be available to you online, and once registered, you will be provided with a link to send to others to raise funds.

### Share

- Share your fundraising page on social media and create a Facebook event page.
  - Invite as many people as you would like!

### Ride

- Encourage riders to ride a specific amount during the month of Pay 4 Play.
  - Please note, you can ride as much or as little as you like! Ride on your own time, your own schedule and wherever the road takes your.
- Don't forget to take lots of pictures and post to your social media, tagging us and using our #P4P2020 and #CMNHershey hashtags!



# Virtual Concert

This can be an easy way to get a lot of people involved. Local musicians are always looking for exposure! Find a band or an ensemble that is willing to perform, and charge for tickets. You can even ask the talent to do a special Q&A session after their performance or take requests to add to the live experience.

Instead of holding large-scale festivals, concerts, or benefits, performances have moved online.

## Find an artist

- Reach out to popular artists and musicians in your community. They may be interested in coming together to live stream a show.
  - You might decide to go with one performer doing a full set or a handful of performers doing a few songs each. The more people you can pull together, the larger your potential audience will be.

## Set up Your Page

- Set up your online fundraising page at [CMNHershey.org](https://CMNHershey.org).
  - You can collect donations in several ways. You can charge “admission” and only allow those that have donated to watch the live stream, or you can air the show for free and display on screen your donation link.
- The bigger the artist, the wider your potential reach.
- Remember, choose artists who support your cause or charity.



# Virtual Scavenger Hunt

Forget going out and scouring the community for specific items. Instead, scale up your fundraising event by taking it virtual!

## Set up Your Page

- Set up your online fundraising page.
- You can encourage a donation to participate.

## Create Your Scavenger Hunt

- Create an online scavenger hunt. Participants can follow a series of clues and riddles to find places, buildings, or objects on Google Maps. They can then submit a time-stamped screenshot or GPS coordinates as proof of solving that stage of the hunt.
- Make Pay 4 Play your theme! For example, tie your clues to the People's Morning Show team or favorite songs you hear on 105.7 the X. Or use facts about things Children's Miracle Network funds found on [CMNHershey.org](http://CMNHershey.org).



# Change Collections

This idea will raise money throughout the year, with minimal effort from you.

## Create Your Containers

- Get creative and make your own collection containers. You can get creative and collect change in a wishing well, a fish tank, or any kind of container!

## Get Collecting

- Place these in your office or business. For example the reception, kitchen, and meeting rooms. People can drop spare change into the containers whenever they walk past – you'll be surprised how quickly this adds up!

## Safety First

- Be sure to place containers in areas that are monitored.

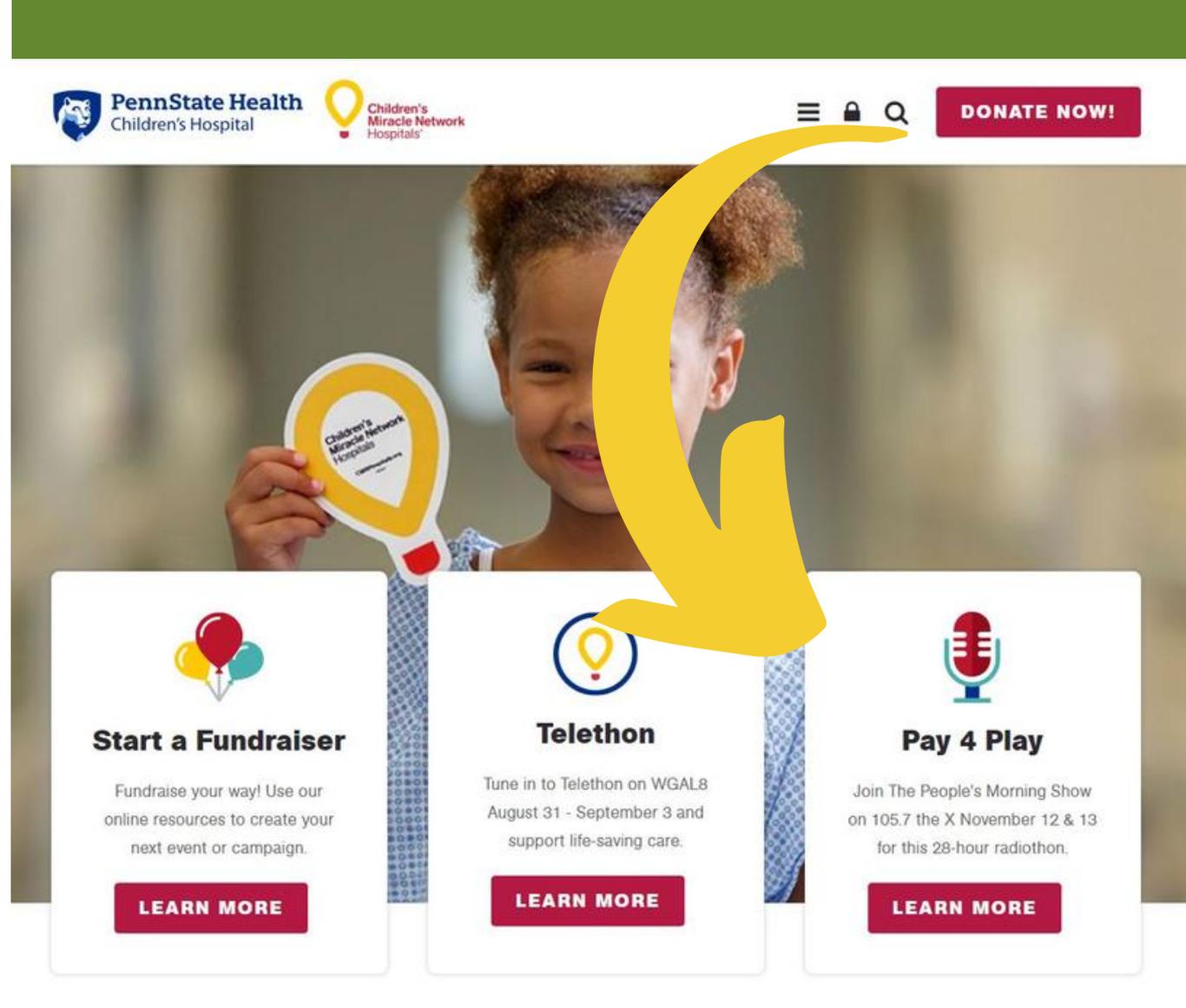


# How to Set Up a Virtual Fundraising Page



# How to set up a Pay 4 Play Fundraising page

- Click "start a fundraiser" to begin setting up your online fundraising page.

A screenshot of the PennState Health Children's Hospital fundraising page. The page features a header with the hospital's logo, a search bar, and a "DONATE NOW!" button. Below the header is a large image of a young girl holding a lightbulb-shaped sign that says "Children's Miracle Network Hospitals". A large yellow arrow points from the "DONATE NOW!" button down to the "Pay 4 Play" fundraising option. Below the image are three fundraising options: "Start a Fundraiser", "Telethon", and "Pay 4 Play". Each option has a "LEARN MORE" button.

**PennState Health**  
Children's Hospital

**Children's Miracle Network Hospitals**

**DONATE NOW!**

**Start a Fundraiser**  
Fundraise your way! Use our online resources to create your next event or campaign.  
**LEARN MORE**

**Telethon**  
Tune in to Telethon on WGAL8 August 31 - September 3 and support life-saving care.  
**LEARN MORE**

**Pay 4 Play**  
Join The People's Morning Show on 105.7 the X November 12 & 13 for this 28-hour radiothon.  
**LEARN MORE**

# Create your page

- Click "Register Now"
- Our website will walk through the step by step process.
- Select your "Participant Type"
- Select to fundraise as an "individual". Or you can join or start a team.



\$3,688 Raised

Goal \$120,000

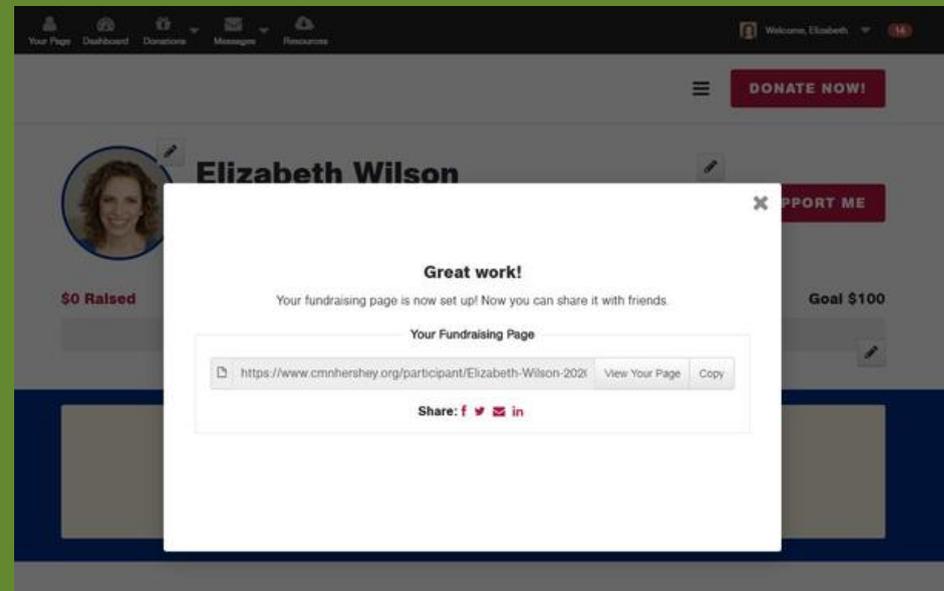
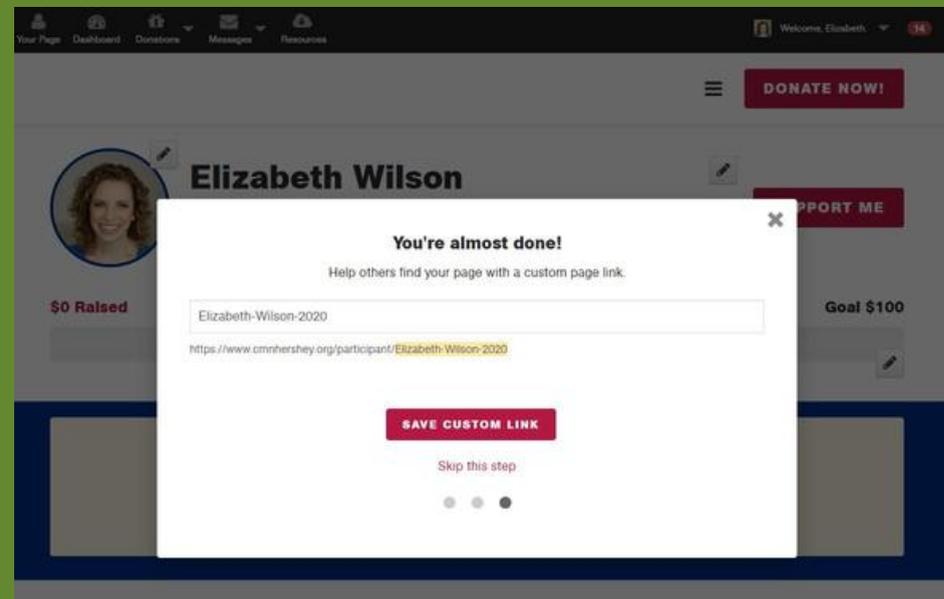
## Pay 4 Play 2020: November 12 & 13

The People's Pay 4 Play is a 28-hour radio marathon hosted by Nipsey, Jennifer Shade and Earl David Reed from the People's Morning Show on 105.7 The X to raise money for Children's Miracle Network at Penn State Children's Hospital. During the event, listeners can call in to request songs in exchange for donations. The further the song is from The X's Active Rock Radio format, the higher the donation must be to hear that song on the radio. Of course, you don't HAVE to make a song request. You can simply make a donation to help us reach our goal!

Now for 2020

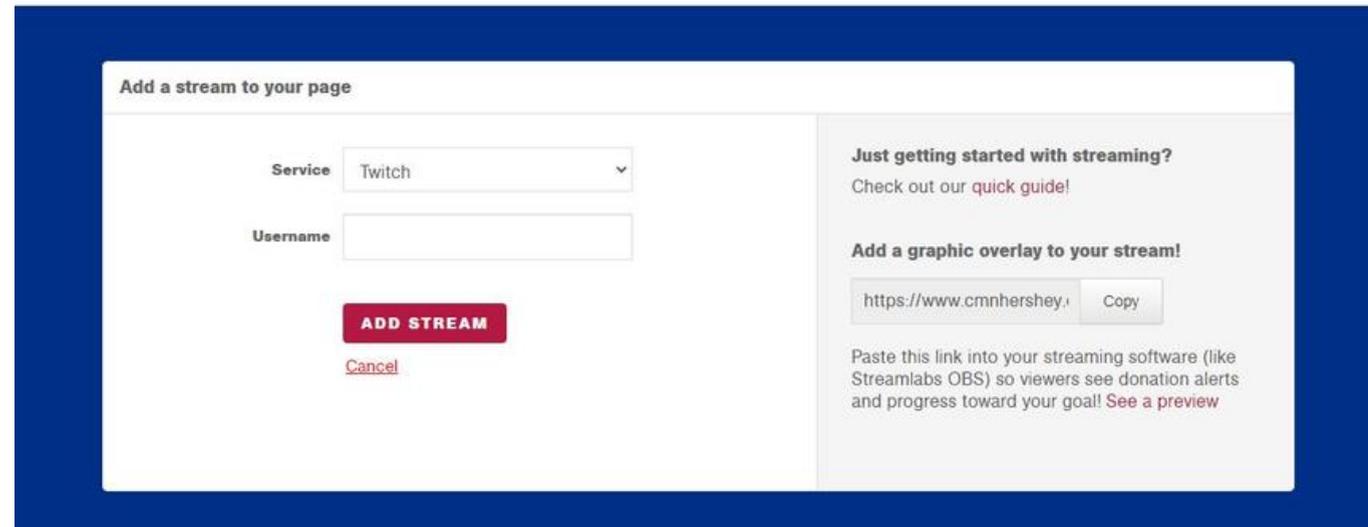
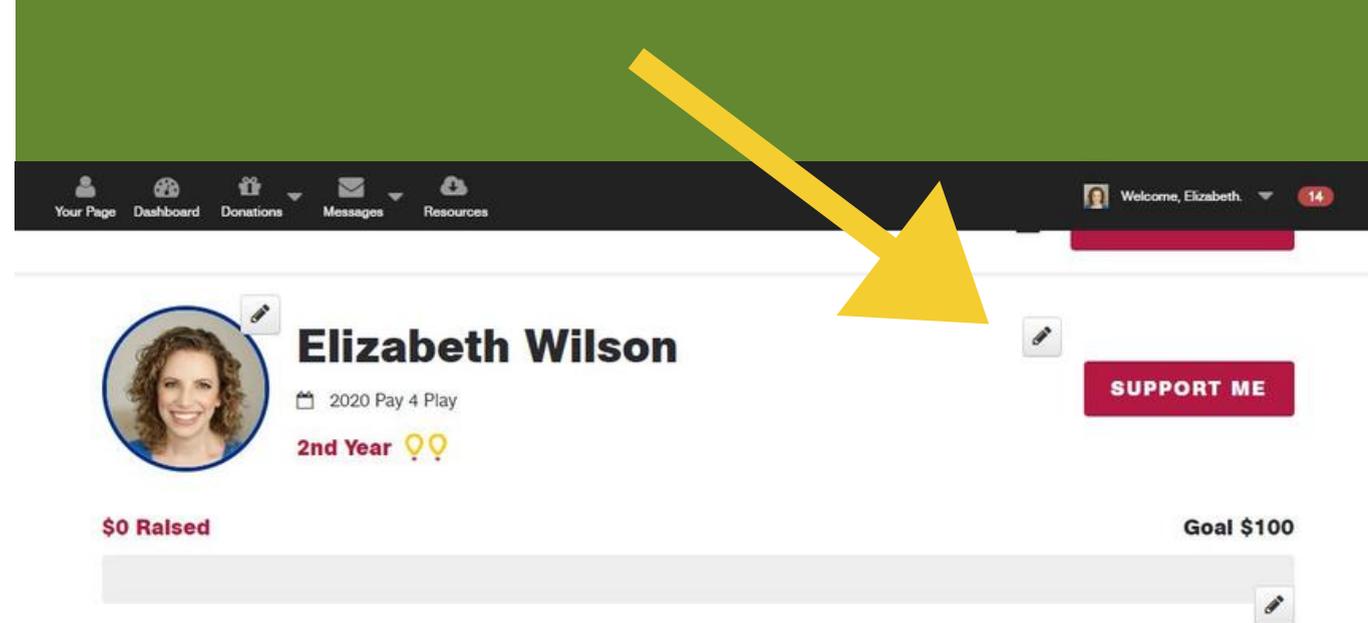
# Create your page

- A custom URL is automatically generated, you can change it if you want.
- And lastly, you have the option to donate to your own fundraiser. We find that fundraisers that have at least one donation are far more appealing to donors.



# How to customize your page

- Now once you have set up your fundraiser the time has come to customize your page.
- Your page is 50 x more likely to receive donations if you have it customized.
- When you log onto your fundraising page you will see little pencil icons that indicate that field can be customized.
- Most things can be customized, you can add a profile picture, text video, or pictures.



# Dashboard

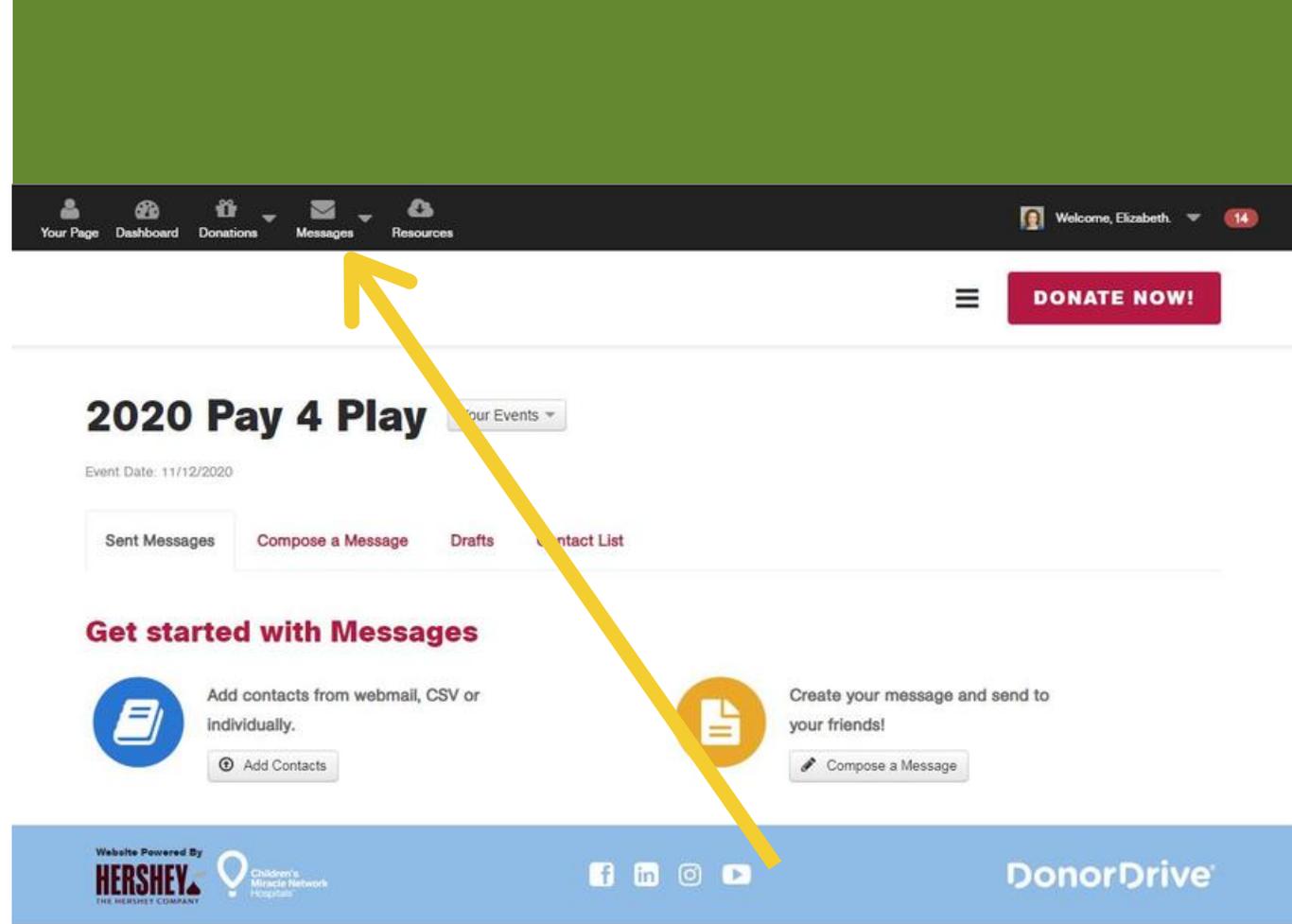
- Now that your page is set up you will have access to your dashboard which shows you all of the great features that are available to you.

The screenshot shows a fundraising dashboard for an event titled "2020 Pay 4 Play". The top navigation bar includes links for "Dashboard", "Donations", "Messages", and "Resources", along with a user profile for "Elizabeth" and a notification count of "14". The main content area features a large "Give Yourself a Gift" section with a "MAKE A DONATION" button and a carousel of images. Below this is a "Your Stats" section with five cards displaying: Overall Rank (7 / 10), Donor Emails Sent (0), Donations Received (0), Largest Donation (\$0.00), and Average Donation (\$0.00). On the right side, there are three sidebar sections: "Your Fundraising" with links for "View Your Page", "Make a Donation", and "View Donations Received"; "Ask Friends to Donate" with social media icons for email, Facebook, Twitter, and LinkedIn; and "Event Information" with links for "View Event Page", "Print Event Info", "Download Resources", and "Embed a Banner".



# Messages

- In your menu bar you will see the Messages option.
- This is a great feature of the website. It allows you to send emails directly from the site.
- You can draft messages and input email addresses of your family, friends, coworkers or classmates and send them a personal message and an invitation to donate to your fundraising page.



The screenshot shows a website interface with a dark navigation bar at the top. The navigation bar contains links for 'Your Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. A yellow arrow points to the 'Messages' link. In the top right corner, there is a user profile 'Welcome, Elizabeth' and a notification badge with the number '14'. Below the navigation bar is a red 'DONATE NOW!' button. The main content area features a section titled '2020 Pay 4 Play' with a dropdown menu for 'Your Events'. Below this, there is a sub-section for 'Messages' with tabs for 'Sent Messages', 'Compose a Message', 'Drafts', and 'Contact List'. A 'Get started with Messages' section contains two instructions: 'Add contacts from webmail, CSV or individually.' with an 'Add Contacts' button, and 'Create your message and send to your friends!' with a 'Compose a Message' button. The footer includes logos for 'Website Powered By HERSHEY'S THE HERSHEY COMPANY' and 'Children's Miracle Network Hospitals', social media icons for Facebook, LinkedIn, Instagram, and YouTube, and the 'DonorDrive' logo. Copyright information '© 2020 Privacy Contact Refund Policy' is also present.



# Messages

- Once you have sent messages you can track how many donations you have received.
- Another great feature; you can resend your original message to recipients who have not yet donated.



## 2020 Pay 4 Play

Your Events ▾

Event Date: 11/12/2020

Sent Messages

Compose a Message

Drafts

Contact List

### Support Elizabeth Wilson in the 2020 Pay 4 Play event

Sent On: 07/23/2020 10:06 AM

1

Recipients

0

Donated

\$0.00

Raised

Copy

Resend to those who haven't donated

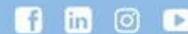


### Sent Message Totals

1 Recipients

0 Donated

\$0.00 Raised



DonorDrive

# Badges

- Another gives recognition for achievements on your fundraising page.
- You can receive badges for hitting fundraising milestones, customizing your page, or sending messages.



A screenshot of a fundraising dashboard. At the top, there is a navigation bar with icons for "Your Page", "Team Page", "Dashboard", "Donations", "Messages", and "Resources". A user profile "Welcome, Elizabeth" is visible in the top right. The main content area has a "Add a stream to your page" section with a "Username" dropdown set to "Twitch". A modal window titled "Unlocked Badges" is open, showing a "Customized My Page" badge with a description: "Great job! You customized your fundraising page, now others can see why you are raising funds." Below this, under "Locked Badges", are two badges: "\$1,000 Raised" (description: "You are a rock star! You raised \$1,000 for Penn State Children's Hospital!") and "\$10,000 raised" (description: "Congratulations on raising \$10,000 for Penn State Children's Hospital!!"). In the background, a "MY BADGES" section is visible with a "See All Available" link and a badge icon. A red 'X' icon is in the top right corner of the modal.

# Embed a Live Stream

- Live streams can be embedded into your fundraising page.
- This is an added element that will engage donors who visit your page.

The screenshot shows a fundraising profile for Elizabeth Wilson. At the top, there is a navigation bar with icons for 'Your Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. On the right, it says 'Welcome, Elizabeth.' and shows a notification badge with the number '14'. Below the navigation bar is a 'DONATE NOW!' button. The profile section includes a circular profile picture of Elizabeth Wilson, her name 'Elizabeth Wilson', and a calendar icon indicating '2020 Pay 4 Play'. Below her name, it says '2nd Year' with two lightbulb icons. To the right of the profile picture is a 'SUPPORT ME' button. Below the profile information, it shows '\$0 Raised' and a progress bar leading to a 'Goal \$100'. A large yellow arrow points from the left towards a highlighted yellow box with a blue border. This box contains the text 'Stream your fundraising' and 'Add your stream from YouTube, Twitch, and Mixer to take your fundraising to the next level!'. Below this text are two buttons: 'ADD STREAM' and 'Maybe Later'. At the bottom of the page, there is a 'MY BADGES' section with the text 'See All Available >' and a single badge icon.



MY BADGES See All Available >



# Embed a Live Stream

- To embed your live stream from Twitch or YouTube simply select your streaming service and include your username.
- Our quick guide is also available to use if you have any questions.



A screenshot of a fundraising profile for Elizabeth Wilson. The profile shows a circular profile picture, the name "Elizabeth Wilson", and a "2020 Pay 4 Play" badge. Below the name, it says "2nd Year" with two yellow lightbulb icons. A progress bar shows "\$0 Raised" and a goal of "Goal \$100". A red "SUPPORT ME" button is in the top right. A yellow arrow points from the "SUPPORT ME" button down to a form titled "Add a stream to your page". The form has a "Service" dropdown menu set to "Twitch", an empty "Username" text box, a red "ADD STREAM" button, and a red "Cancel" link. To the right of the form is a sidebar with a link to a "quick guide" and a "Copy" button for a URL: "https://www.cmnhershey.i". A yellow arrow also points from the "quick guide" link to the "ADD STREAM" button.

# CMNHershey.org

## Media Library

- These resources are available for you to share why you support Pay 4 Play and Children's Miracle Network.
- This section of our website includes a wide variety of print and video materials.



# Media Library

## Downloadable Print Resources

- On our website you will find a host of resources to help you fund raise for Pay 4 Play.
- Our media library is open and accessible for you to gather content.
- We have both print and video content and a variety of Miracle Child stories. This is a great place to start if you want to share the mission of Children's Miracle Network with your family and friends.



[DONATE NOW!](#)



### Family Stories

[2020 Miracle Child Flyers \(Print\)](#)

[2020 Miracle Child Stories \(Print\)](#)

[2019 Miracle Child Stories \(Print\)](#)

[2018 Miracle Stories \(Print\)](#)

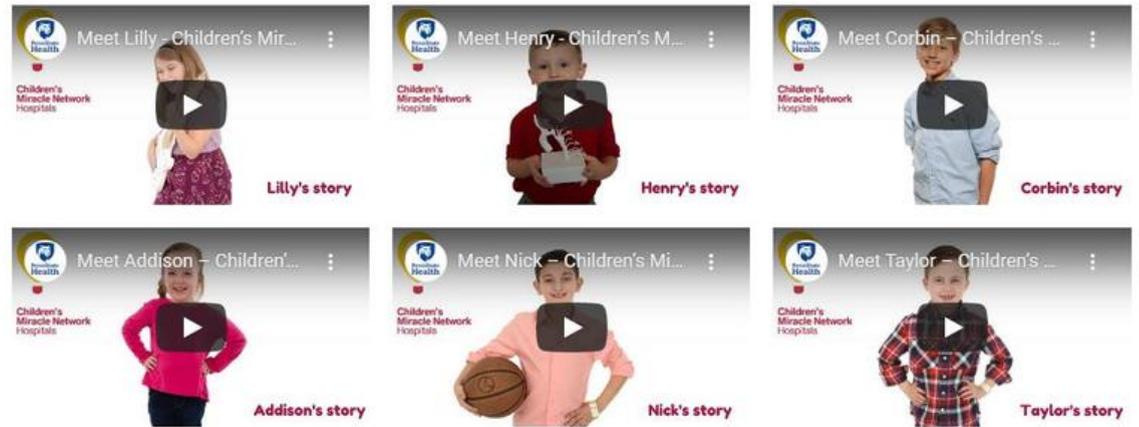


# Media Library

## Downloadable Video Resources

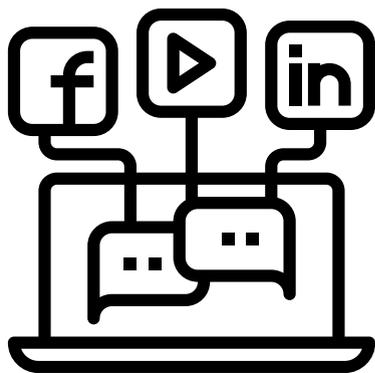
- Our video library also links to our YouTube channel which you are welcome to embed in your page and share.

### Featured Videos



# Sample Post

- Now your page is set up, share your fundraising efforts with family and friends.



This year I am fundraising for kids like Owen! I am supporting kids like him through Pay 4 Play with 105.7 The X and the People's Morning Show.

Nowadays, many people - and thus many kids - need help more than ever. Because of #KidsCantWait. I firmly believe that even if we are stuck at home, there are still ways to make the world a better place. Join me in pledging support for my Pay 4 Play fundraiser.

You are literally a few clicks away in supporting kids at Penn State Children's Hospital. Donate on my page <https://cmnhershey.org/participant/Elizabeth-Wilson-2020> Have a wonderful weekend everyone! #Pay4Play2020 #CMNHershey

[https://youtu.be/ljkl\\_PBTrcg](https://youtu.be/ljkl_PBTrcg)



YOUTUBE.COM

Owen - Children's Miracle Network 2020 - Penn State Children's Hospital

# More Ideas for Your Company Fundraiser

## Appreciation/Compliment Grams

Design notes of thanks or congratulations for co-workers to buy and send to each other.

## Penny Wars

Ask employees to deposit spare change throughout the year for Pay 4 Play. This can be a competition between departments too!

## Entertainment Drive

Employees donate new or slightly used books, videos, DVDs, board games, puzzles, etc. and hold a sale to benefit Pay 4 Play.

## Dress Down Day

Employees pay to wear casual attire. Get as casual as needed: jeans, tennis shoes, sports apparel, hats, slippers, etc.

## Lunch Box Auction

Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or clever meals.

## Lunch with the CEO

Auction or raffle off lunch with the CEO – CEO's treat!

## Chili Cook-off

Participants pay to enter their chili in the contest. Choose judges and determine prizes for 1st, 2nd and 3rd place.

## Soup Line

Employees sign up to bring their favorite soup or bread. Set up at lunch time, and charge participants fees for a bottomless bowl to try one or all!

## Potluck

Post a sign-up sheet for employees to bring entrees, salads and desserts to ensure a variety of food. Decorate the room with a theme. Adjust entry fees for those who bring an item.

## Front Row Parking

Raffle front row parking spots for a year, or during the winter months.

## Paid Parking

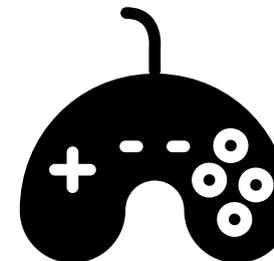
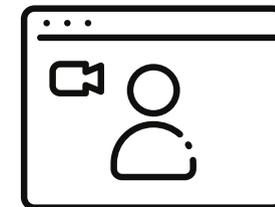
Raffle/Auction off a year's worth of free parking. Lunch with CEO Auction or raffle off lunch with the CEO – CEO's treat!

## Extra Day Vacation

Raffle/Auction off a day or 1/2 day of vacation.

# Other Virtual Event Ideas

- **Movie night**
  - Ask for donations to join and set a time for everyone to start virtually watching a movie together, while also joining together in a chat room.
- **Virtual walk, run or ride**
- **Book club**
- **Talent show**
- **Open mic night**
- **Virtual cooking or baking lessons**
- **Online gaming tournament**
  - Play Pictionary on Zoom or use another online gaming platform.
- **Skill sharing**
  - Invite someone to share their skill in crafts, art, or another area. Ask for donations to attend.
- **Happy hour**
- **Virtual Meeting Bingo**
- **Creative marathon fundraiser**
- **Instead of running, think of another challenge you can take on! Commit to completing these challenges, every day for a set amount of days. Think jump roping, handstands, dancing, singing, eating jalapenos, the possibilities are endless!**



# Kids Helping Kids

Thank you to **M<sup>1st</sup> MEMBERS 1<sup>st</sup>** FEDERAL CREDIT UNION for being our Kids Helping Kids Sponsor. They will be matching all donations made by kids to Pay 4 Play up to \$5,000. So don't forget to involve the kids!



# We to recognize you!

Please make your gift or get your event donations in by October 1 and take advantage of these great recognition opportunities. We want to showcase your support of sick and injured kids in our community!

Donor Benefits	\$500 - \$999	\$1000 - \$2,499	\$2,500 - \$4,999	\$5,000 - \$9,999	\$10,000+
On-air shout out from the People's Morning Show during Pay 4 Play XIV	X	X	X	X	X
Recognition on CMNHershey.org, CMN Hershey Social Media Channels	X	X	X	X	X
Receive a Pay 4 Play XIV Commemorative Decal	1	5	10	15	25
Recognition on Pay 4 Play XIV Live Stream		X	X	X	X
Opportunity to select song to be played at a pre-determined time		X	X	X	X
Recognition on 1057.com and People's Morning Show Facebook Page			X	X	X
Receive Commemorative Pay 4 Play XIV Check with Gift Amount			X	X	X
Pre-recorded interview with the People's Morning Show to air during Pay 4 Play XIV			X		
Live (via virtual chat) Interview with the People's Morning Show during Pay 4 Play XIV				X	X
15 minute Virtual Chat (including other \$5,000 - \$9,999 donors) with a People's Morning Show personality				X	
15 minute Private Virtual Chat with a People's Morning Show personality					X

# Last Step!

- Set up a 1:1 planning session! We would love to help you achieve your Pay 4 Play goals.



**Fundraising Coach**

**Elizabeth Wilson**

**Assistant Director, Community  
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