

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 2021 Pay 4 Play virtual fundraiser
- Instructions on how to set up a virtual fundraising page
- A complete list of ideas for you, your family, friends, or coworkers



Charity Motorcycle Ride

Set Up a Fundraising Page

- Set up your page and select a date. Think August or September for your ride. Complete your event before September 17 to be eligible for additional recognition!

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.

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 of time, 30 days for 30 kids, etc.
 - 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 you.
- Don't forget to take lots of pictures and post to your social media, tagging us and using our #P4P2021 and #CMNHershey hashtags!



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Virtual Concert



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

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.

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.
 - 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 your donation link on the screen.
- The bigger the artist, the wider your potential reach.



Virtual Scavenger Hunt



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Forget going out and scouring the community for 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.



Change Collections



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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.

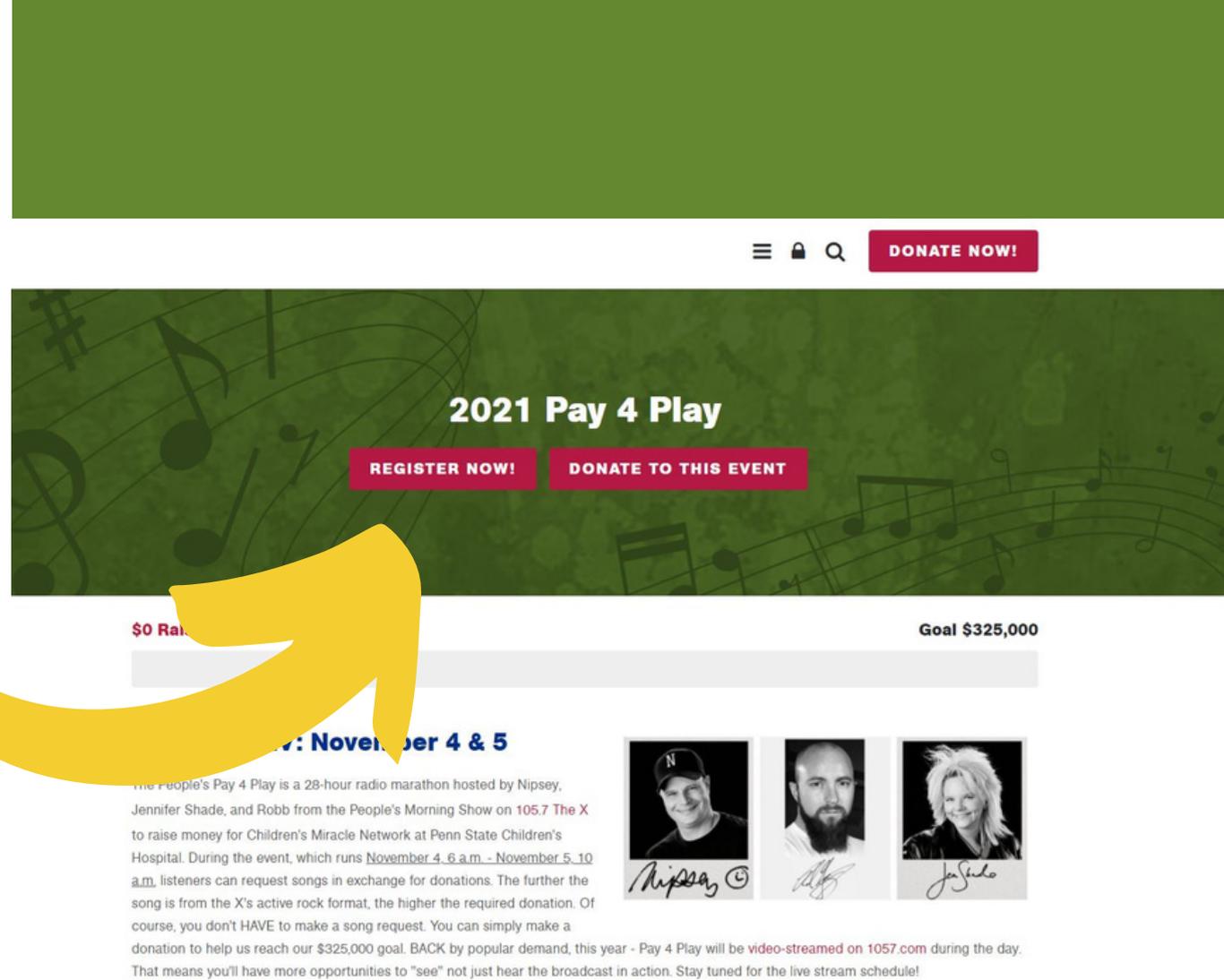


How to Set Up a Virtual Fundraising Page



How to set up a Pay 4 Play Fundraising page

- Click "register now" to begin setting up your online fundraising page.



The screenshot shows the top of a fundraising page for the 2021 Pay 4 Play event. At the top right, there is a navigation bar with a menu icon, a lock icon, a search icon, and a red button labeled "DONATE NOW!". Below this is a large green banner with musical notes and the text "2021 Pay 4 Play". Underneath the banner are two red buttons: "REGISTER NOW!" and "DONATE TO THIS EVENT". Below the banner, a progress bar shows "\$0 Raised" on the left and "Goal \$325,000" on the right. The event dates are listed as "November 4 & 5". Below the dates is a paragraph of text describing the event: "The People's Pay 4 Play is a 28-hour radio marathon hosted by Nipsey, Jennifer Shade, and Robb 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, which runs November 4 6 a.m. - November 5 10 a.m., listeners can request songs in exchange for donations. The further the song is from the X's active rock format, the higher the required donation. Of course, you don't HAVE to make a song request. You can simply make a donation to help us reach our \$325,000 goal. BACK by popular demand, this year - Pay 4 Play will be video-streamed on 1057.com during the day. That means you'll have more opportunities to "see" not just hear the broadcast in action. Stay tuned for the live stream schedule!". To the right of the text are three small portrait photos of the hosts: Nipsey, Jennifer Shade, and Robb, each with their name written below in a stylized font.



Create your page

- 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.



A screenshot of a fundraising profile page for Elizabeth Wilson. The page has a green header with navigation icons: "Your Page", "Dashboard", "Donations", "Messages", and "Resources". On the right, it says "Welcome, Elizabeth." and has a notification bell. Below the header is a red "DONATE NOW!" button. The main profile section shows a circular profile picture of Elizabeth Wilson, her name "Elizabeth Wilson", and "2021 Pay 4 Play" with a calendar icon. Below that, it says "3rd Year" with three yellow lightbulb icons. A progress bar shows "\$0 Raised" and "Goal \$100". To the right of the progress bar, there is a "SUPPORT ME" button and text: "Add milestones to celebrate progress on the way toward your fundraising goal!" and "Add a Milestone". Below this is a blue banner with a yellow box containing the text "Stream your fundraising" and "Add your stream from YouTube or Twitch to take your fundraising to the next level!". There are two buttons: "ADD STREAM" and "Maybe Later". Below the banner are two sections: "INCENTIVES" with the text "Set up donation incentives to encourage donors and reward them for their support!" and "Add an Incentive"; and "MY BADGES" with the text "See All Available" and a single badge icon. At the bottom, there is a browser address bar showing "donordrive.com...".

Create your page

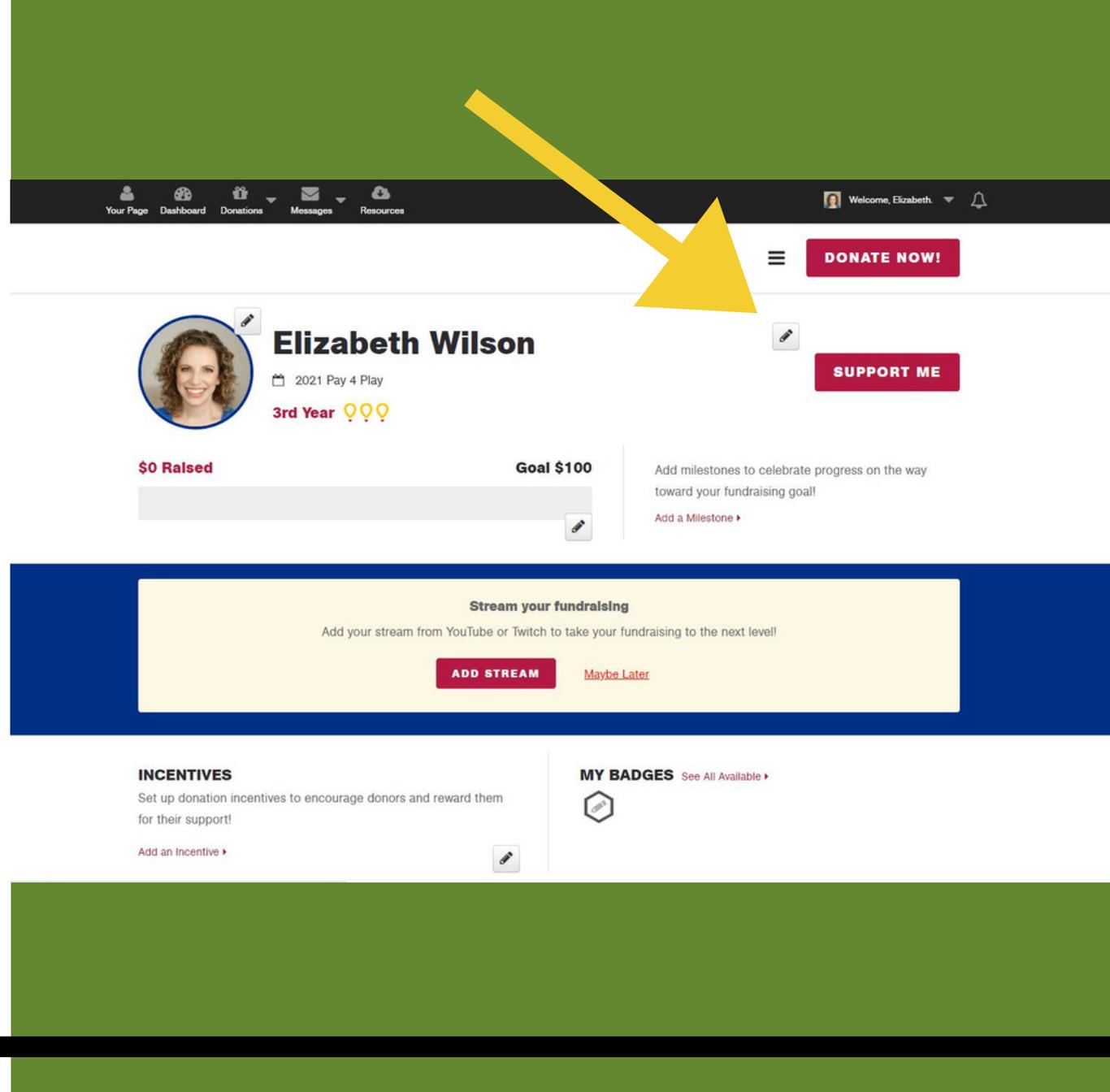
- A custom URL is automatically generated, you can change it if you want.
- And lastly, you have the option to donate to your own fundraiser. We find that fundraisers that have at least one donation are far more appealing to donors.



A screenshot of a fundraising page for Elizabeth Wilson on the CMNH website. The page shows a navigation bar with "Your Page", "Dashboard", "Donations", "Messages", and "Resources". A "DONATE NOW!" button is visible. The fundraiser's name "Elizabeth Wilson" is displayed next to her profile picture. Below the name, it says "\$0 Raised" and "Goal \$100". A modal window is open in the center, titled "Great work!" and containing the message: "Your fundraising page is now set up! Now you can share it with friends." Below this message, it says "Your Fundraising Page" and provides a URL: "https://www.cmnhershey.org/participant/Elizabeth-Wilson-2021". There are "View Your Page" and "Copy" buttons next to the URL. At the bottom of the modal, there are social sharing icons for Facebook, Twitter, Email, and LinkedIn.

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

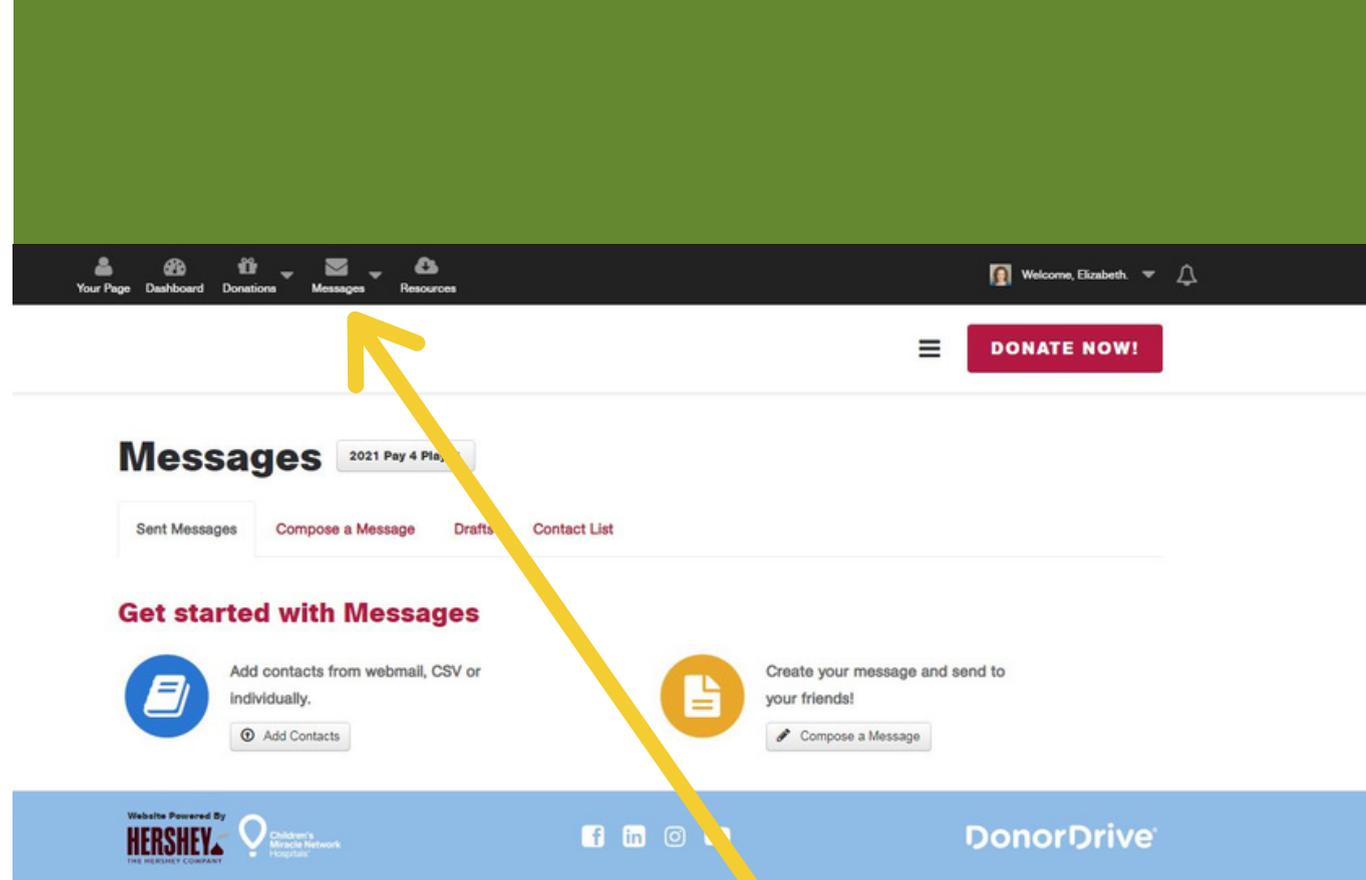
- Now that your page is set up you will have access to your dashboard which shows you all of the great features that are available to you.

The screenshot shows a fundraising dashboard for a user named Elizabeth. The top navigation bar includes links for 'Your Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. A 'DONATE NOW!' button is prominently displayed in the top right. The main content area features a 'Dashboard' header with a date filter set to '2021 Pay 4 Play' and an event date of '11/04/2021'. The primary focus is a 'Give Yourself a Gift' card, which encourages users to 'Inspire others' by making a donation and includes a 'MAKE A DONATION' button. Below this is a 'Your Stats' section with three cards: 'Overall Rank' (1 / 1), 'Donor Emails Sent' (0), and 'Donations Received' (0). A right-hand sidebar provides quick access to 'Your Fundraising' (View Your Page, Make a Donation, View Donations Received), 'Ask Friends to Donate' (via social media icons), and 'Event Information' (View Event Page, Print Event Info, Download Resources).



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.



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.

The screenshot shows the DonorDrive Messages interface. At the top, there is a navigation bar with icons for 'Your Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. A user profile 'Welcome, Elizabeth.' is visible in the top right. A red 'DONATE NOW!' button is located in the upper right corner. The main content area is titled 'Messages' with a dropdown menu set to '2021 Pay 4 Play'. Below this, there are tabs for 'Sent Messages', 'Compose a Message', 'Drafts', and 'Contact List'. The 'Sent Messages' tab is active, displaying a message titled 'Support Elizabeth Wilson in the 2021 Pay 4 Play event'. The message was sent on 01/25/2021 at 4:38 PM. The tracking statistics are as follows:

Recipients	Donated	Raised
1	0	\$0.00

A yellow arrow points to the 'Raised' column, which shows '\$0.00'. Below the statistics are buttons for 'Copy' and 'Resend to those who haven't donated'. To the right of the message details is a 'Sent Message Totals' summary box with the following data:

Recipients	Donated	Raised
1	0	\$0.00

The footer of the page includes logos for 'PennState Health Children's Hospital', 'Children's Miracle Network Hospitals', 'Website Powered By HERSHEY THE HERSHEY COMPANY', and 'DonorDrive'. Social media icons for Facebook, LinkedIn, Instagram, and YouTube are also present.



Badges

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



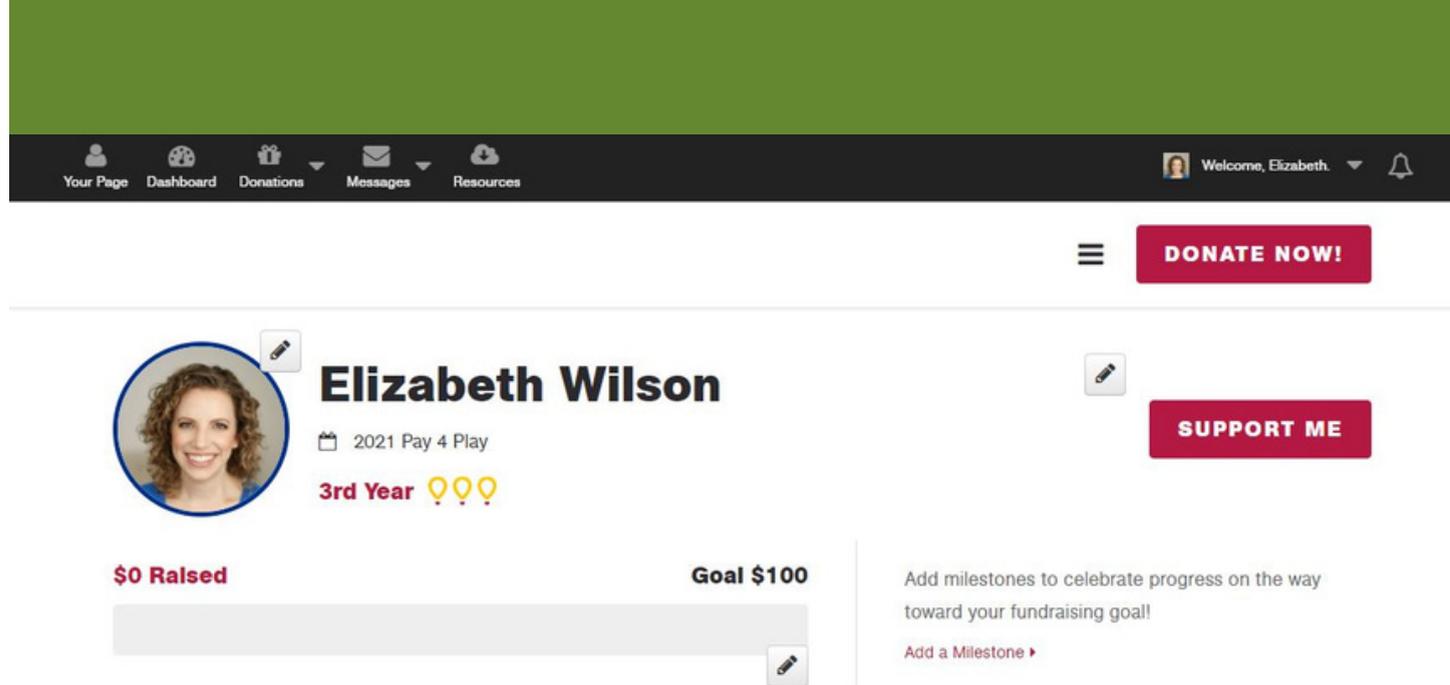
The screenshot shows a fundraising dashboard interface. At the top, there is a navigation bar with icons for 'Your Page', 'Team Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. A user profile 'Welcome, Elizabeth.' is visible in the top right corner. The main content area is titled 'Add a stream to your page' and includes a dropdown menu for 'Username' set to 'Twitch'. A modal window titled 'Unlocked Badges' is open in the foreground, displaying a list of achievements:

- Unlocked Badges**
 - Customized My Page**: Great job! You customized your fundraising page, now others can see why you are raising funds.
- Locked Badges**
 - \$1,000 Raised**: You are a rock star! You raised \$1,000 for Penn State Children's Hospital!
 - \$10,000 raised**: Congratulations on raising \$10,000 for Penn State Children's Hospital!!

Below the modal, the 'MY BADGES' section is visible, featuring a 'See All Available' link and a single badge icon.

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.

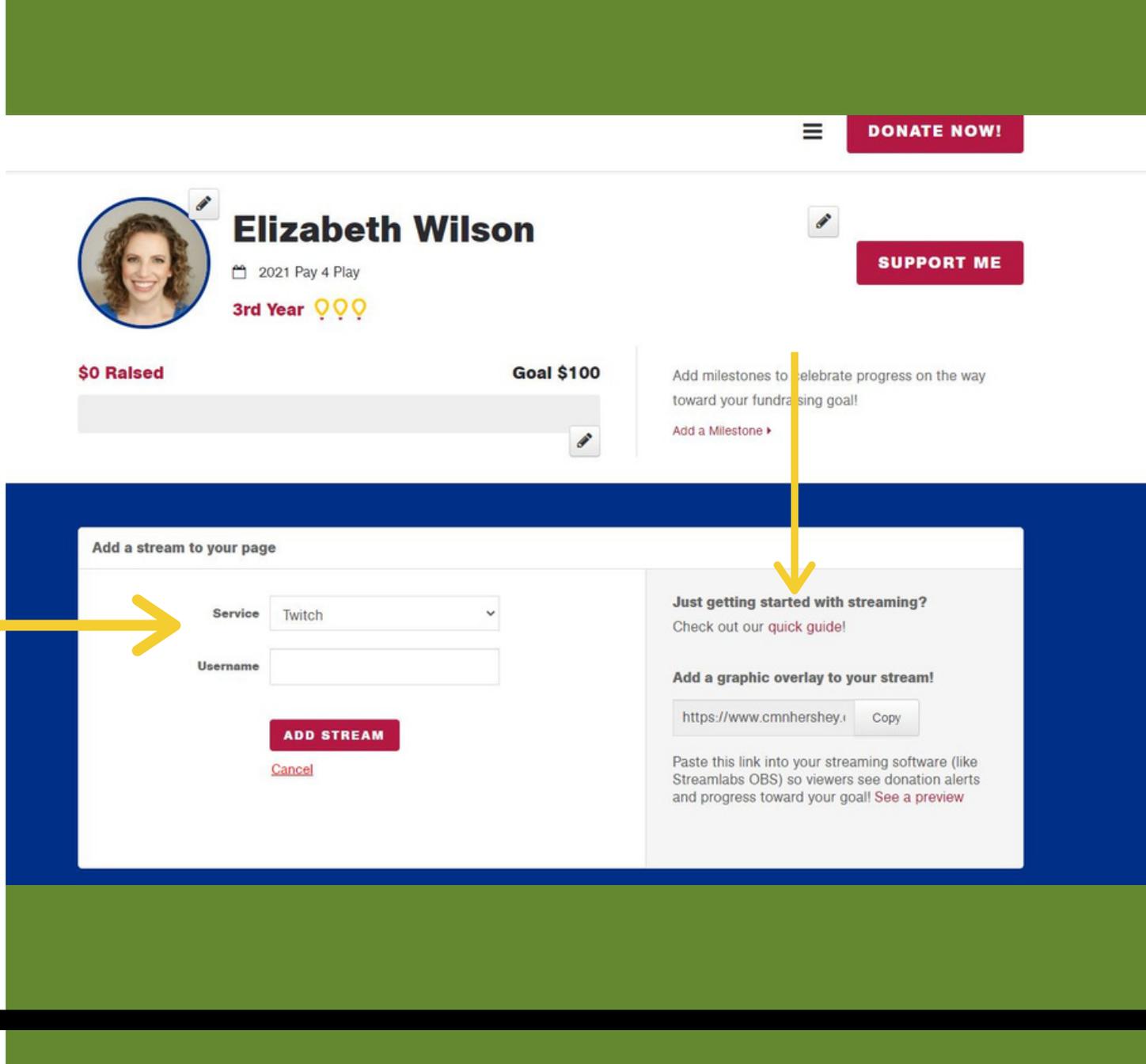


The screenshot shows a fundraising profile for Elizabeth Wilson. At the top, there is a navigation bar with icons for 'Your Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. On the right, it says 'Welcome, Elizabeth.' with a dropdown arrow and a notification bell icon. Below the navigation bar, there is a hamburger menu icon and a red 'DONATE NOW!' button. The profile section features a circular profile picture of Elizabeth Wilson, a pencil icon for editing, and her name 'Elizabeth Wilson' in large bold text. Below her name, it says '2021 Pay 4 Play' and '3rd Year' with three yellow lightbulb icons. To the right of the profile picture is another pencil icon and a red 'SUPPORT ME' button. Below the profile information, there is a fundraising progress bar showing '\$0 Raised' and 'Goal \$100'. To the right of the progress bar, there is a text box that says 'Add milestones to celebrate progress on the way toward your fundraising goal!' and a link 'Add a Milestone ▶'. Below the progress bar and text box, there is a yellow callout box with a large yellow arrow pointing to it from the left. The callout box has a title 'Stream your fundraising' and the text 'Add your stream from YouTube or Twitch to take your fundraising to the next level!'. At the bottom of the callout box, there is a red 'ADD STREAM' button and a link 'Maybe Later'.



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.

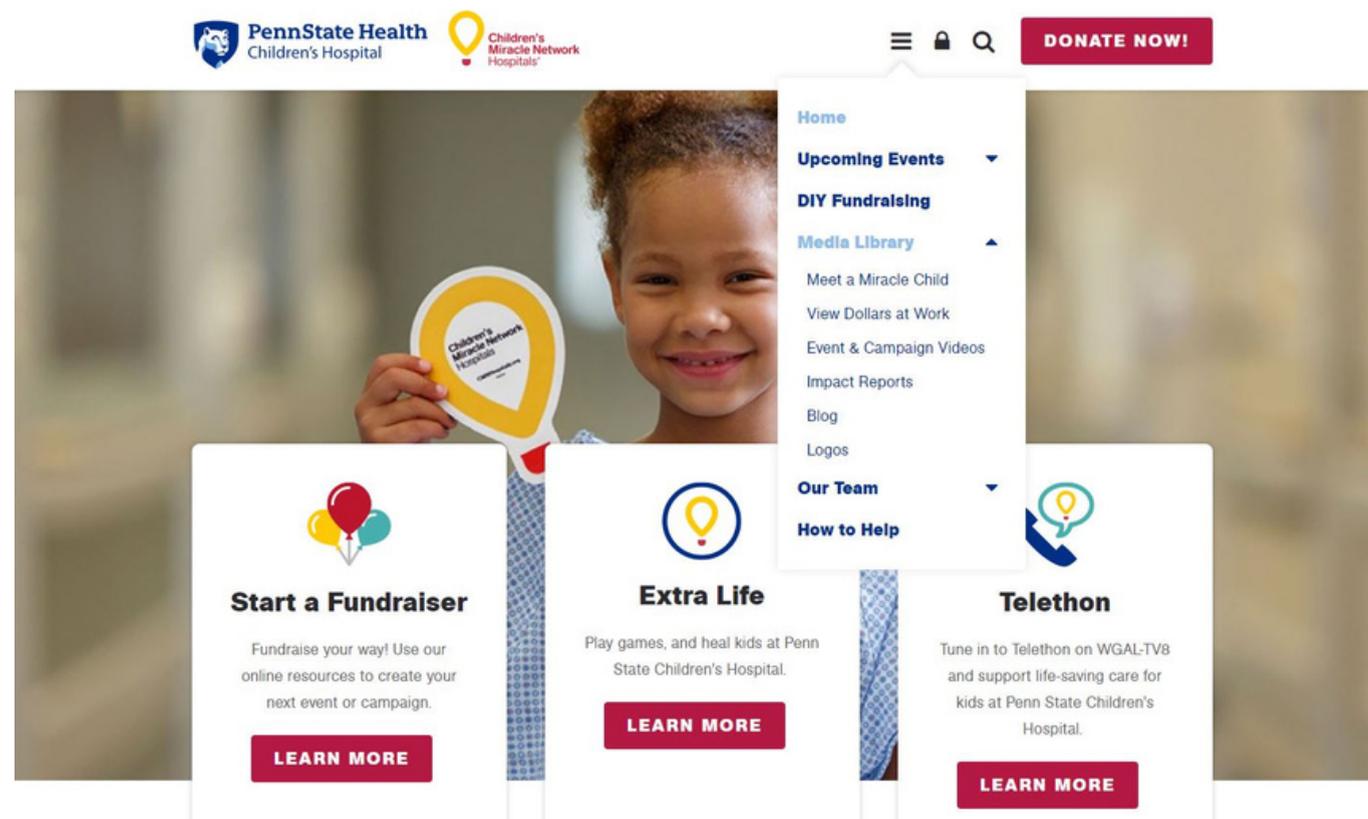


The screenshot shows a fundraising profile for Elizabeth Wilson. At the top right, there is a 'DONATE NOW!' button. The profile header includes a profile picture, the name 'Elizabeth Wilson', and a '2021 Pay 4 Play' badge. Below the name, it says '3rd Year' with three yellow heart icons. A progress bar shows '\$0 Raised' out of a 'Goal \$100'. To the right of the progress bar, there is a 'SUPPORT ME' button and a section for adding milestones. A yellow arrow points from the 'Add a Milestone' link to the 'Add a stream to your page' modal. The modal has a title 'Add a stream to your page' and two input fields: 'Service' (set to 'Twitch') and 'Username'. Below these fields are 'ADD STREAM' and 'Cancel' buttons. A yellow arrow points from the left to the 'Service' dropdown. To the right of the modal, there is a sidebar with the text 'Just getting started with streaming? Check out our quick guide!' and 'Add a graphic overlay to your stream!' with a text input containing 'https://www.cmnhershey.' and a 'Copy' button. Below this is the text 'Paste this link into your streaming software (like Streamlabs OBS) so viewers see donation alerts and progress toward your goal! See a preview'.

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 \(Print\)](#)

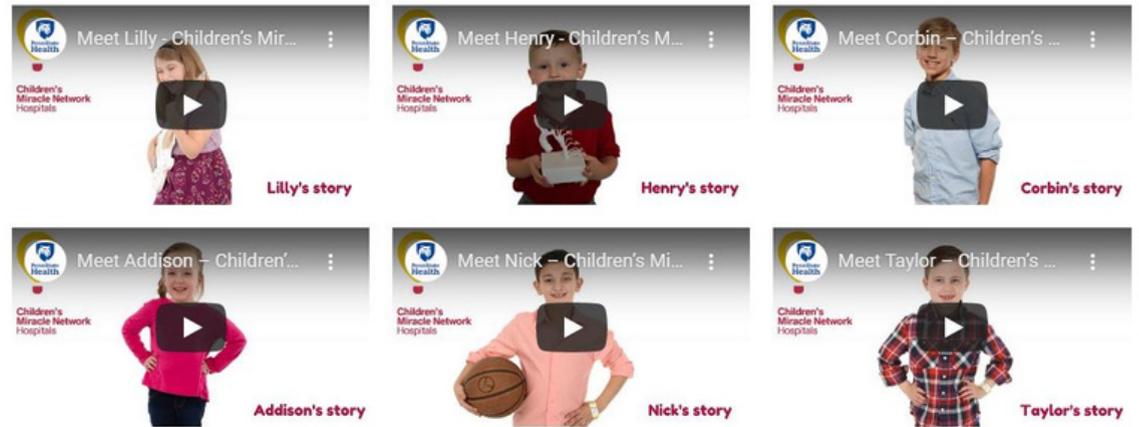


Media Library

Downloadable Video Resources

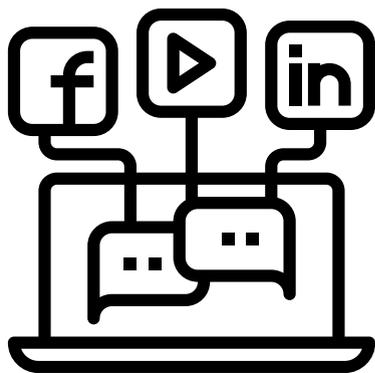
- Our video library also links to our YouTube channel which you are welcome to embed in your page and share.

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!



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 ½ day of vacation.

Other Virtual Event Ideas

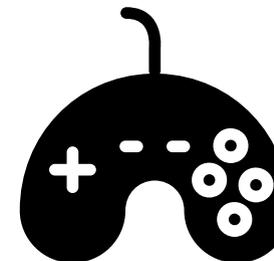
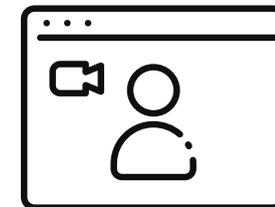
- **Movie night**
 - Ask for donations to join and set a time for everyone to start virtually watching a movie together, while also joining together in a chat room.
- **Virtual walk, run or ride**
- **Book club**
- **Talent show**
- **Open mic night**
- **Virtual cooking or baking lessons**
- **Online 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!**



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Last Step!

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



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