

Equity's Fundraising Guide

In March Equity pledged £1 million of its own funds to help our members through the coronavirus crisis. More than three months since the industry-wide shutdown, we have assisted more than 3,000 members, and are continuing to support those of our members who have lost their income and are in dire financial need.

However, the £1 million allocated by the Council in March this year has now been distributed, and we will need more funds if the Benevolent Fund is going to be able to continue to support members while their workplaces remain closed.

If you would like to help us support creative workers affected by the coronavirus pandemic, why not raise some money by running your own fundraising event? You can find inspiration and resources in this guide, or email kjones@equity.org.uk to talk about your own fundraising ideas.

Events

QUIZZES

Online, remote quizzes have become really popular during social distancing, and they're a great way to raise money for all kinds of causes.

There are lots of different types of quizzes, and lots of different ways you can run them, from using mobile applications to ask the questions and track participants' answers, to coming up with the questions yourself and asking people to be honest when marking themselves!

Virtual Quiz Events

[Virtual Quiz Events](#) is an online platform for fundraisers to run quizzes. They are fully hosted – meaning all questions are run by the website and you don't have to set any questions yourself.

At the end of the quiz, the fundraiser is allocated 60% of the Fundraiser Fund. The winning player receives 10%, the second placed player receives 6% and the third placed player receives 4%.

They are very short – 15 minutes in length each – so most charities charge around £2 for the entry fee. This means, if you had 100 players, you would raise £120 for the Equity Benevolent Fund, while the winner would walk away with £20!

All you need to do is:

1. [Create a fundraiser account](#) and log in.
2. [Create a Quiz](#), which means **setting the date and time**, providing **a name, image and description** for the event, and **determining the entry free**.
3. Share the link to the quiz online, and try and get as many participants as possible to sign up!

Quizzing over Zoom

If you want to run a proper, full-length pub quiz, all you need to do is put the rounds together and go on a Zoom call with attendees. You can then share your screen and use a PowerPoint to display each question – or, if you're more of a traditionalist, stick to reading them out loud!

An example quiz has been created on Google Slides [here](#), with the answers [here](#). It includes a range of categories, including picture-based questions, and has 50 points spread over 5 rounds. You're welcome to use it yourself or, if you'd like to borrow individual rounds or questions, email kjones@equity.org.uk to have an editable copy sent over.

When fundraising over Zoom, you can either:

- Charge an entry fee per participant/team by creating an event on [Eventbrite](#) (for help with Eventbrite email kjones@equity.org.uk)
- Ask for participants to make donations to the Ben Fund [JustGiving page](#)

BINGO

Regular Bingo

Bingo is another great event you can run to raise money, and Equity can put together games, with digital cards, for anyone who wants to organise the event. The host would email the digital cards (in PDF form) to the guests on the day of the event, who could either print them off or copy the numbers onto a piece of paper. When on the Zoom call with the participants, the host would use a **random number generator** (see below) and read out the numbers.

Musical Bingo

A different take on normal bingo, Zoom musical bingo took off during quarantine as a really fun way to fundraise!

Like regular bingo (above) the host emails the cards to the participant on the day of the event, except this time the cards feature the names of songs. Instead of using a random number generator to call out numbers, the host **shares their computer's audio** with the guests and uses the **random shuffle function on a playlist** to "call out" each song.

Because playing songs/sections of songs takes a little longer than reading out numbers, there is only one game of musical bingo played in each event, so each participant only receives one card, with 25 songs on it.

As an example, a musical bingo event has been created with the theme 80s Hits. You can access the Spotify playlist [here](#), and contact kjones@equity.org.uk for the pack of bingo cards.

There are two options of gameplay – easy and hard. In the easy game, all participants have to do is recognise the song and cross it off. In the hard game, the cards only have the initials for both the song and the artist – making it a bit more difficult to remember exactly what the name of the song is!

There are example cards from the easy and hard gamestyles below – both include 'Papa Don't Preach' by Madonna, as well as having a few other songs in common.

80s Hits Bingo				
Total Eclipse of the Heart (Bonnie Tyler)	Jump [For My Love] (The Pointer Sisters)	Roxanne (The Police)	Papa Don't Preach (Madonna)	You Got It The Right Stuff
99 Luftballons (Nena)	There She Goes (The La's)	Every Little Thing She Does Is Magic	Material Girl (Madonna)	We Didn't Start the Fire (Billy Joel)
With Or Without You (U2)	Celebration (Kool & The Gang)	Mr Roboto (Styx)	What's Love Got to Do With It (Tina Turner)	Super Freak (Rick James)
Like a Virgin (Madonna)	It's Raining Men (The Weather Girls)	Heart of Glass (Blondie)	Hungry Like the Wolf (Duran Duran)	The Final Countdown (Europe)
Eternal Flame (The Bangles)	Funkytown (Lipps Inc.)	Summer of '69 (Bryan Adams)	You Can Call Me Al (Paul Simon)	Never Gonna Give You Up (Rick Astley)

Easy

80s Hits Bingo				
R (F G T H)	M G (M)	V (B)	K I A (K W)	P D P (M)
F (K L)	M (D H & J O)	C M (B)	E F (T B)	J (V H)
I T W A N (T)	S I S O S I G (T C)	F (L I)	D U (M A W)	Y K M H O (K W)
D S S C T M (T P)	O W O A (B)	W T W (R D)	W M U B Y G G (W)	T M B A (B)
D Y R W T H M (C C)	S D [A M O T] (E)	H O F A H (B T)	B I T U (B S)	Y S M R (D O A)

Hard

50 individual cards have been made for both levels of difficulty, so the event could have up to 50 participants.

The game is fully customisable – you could decide to play the easy version and only play the intros to the songs, or you could play the hard version and give out prizes for complete rows/columns.

MURDER MYSTERY NIGHTS

Lots of companies offer murder mystery packages that can be conducted over Zoom or similar software, and the cost can be easily offset by charging participants for tickets. Packages tend to involve between 4 and 20 people, and to raise money it's better to get as many people together as possible!

Running these events is really simple: all the host needs to do is send out the packs to guests, so they can prepare before the party, and set up the event on Zoom.

Red Herring

One company that provides packages for remote, large groups is Red Herring, who have a helpful [how-to guide](#) and a very helpful 65% discount for charitable events. Some of their games suitable for large remote groups are:

[The Box Office Hit](#) (Hollywood glitz theme)

[Murder Mayhem and Moonshine](#) (Prohibition Chicago theme)

[Murder in the Alps](#) (après-ski theme)

All of these games cost £52.50 for 13 players (post-discount) which means a lot of money can be raised by ticketing – especially if the packs are used more than once.

The character booklets are then sent to you digitally, and the host can either email them out personally or, if they're going to be playing and don't want to ruin the game, the Equity comms team can send participants their game packs.

Everyone can still dress up and get into character like it's a normal murder mystery party and, because it's over Zoom, can even style their background to fit the scene.

Personal Fundraising

PARTY GAMES

If you don't want to run a big fundraising quiz or bingo night, how about getting a small group of family & friends together to play some party games over Zoom? Just ask attendees for donations – the cost of a pint or two, or the price of a pizza – and you could raise £50 or more.

Classic board games

There are lots of well-known games you can play remotely over Zoom, such as Charades, Pictionary or Scattergories, or even traditional board games (using online play and/or screensharing) like Monopoly and Cluedo.

Jackbox Games

[Jackbox Games](#) are a set of party games you can play remotely by sharing your screen over Zoom with your guests. Examples include [Quiplash](#), [Fibbage](#), and [Drawful 2](#). Most games accommodate up to 8 players or teams, although some allow more. You can buy them as individual games (normally £6.99 each) or in packs of 5 (such as the [Jackbox Party Pack 2](#), currently £18.99). The first time you play the games, you could deduct their price from the donations.

The host will need to [download Steam](#) onto their computer, which is a free application you buy computer games through. It is suitable for both Windows and Apple computers. You can then buy whichever games or party packs you are interested in, and share your screen on Zoom for everyone to play.

All attendees need to have is a **laptop/computer** for Zoom and a **smartphone or tablet** to play the game. There's no need to download a phone app, as everyone can play through the browser on their phone (e.g. Safari, Google Chrome) by going to [jackbox.tv](#).

[How to play Jackbox Games](#)

[How to play Jackbox Games over Zoom](#)

SPONSORING

Getting people to sponsor you can be a great way to raise money for charity, and there are lots of things you can do while being socially distant – running a certain distance each day, giving up chocolate or even shaving your head.

There are several platforms you can use to set up your own fundraising pages, such as JustGiving, where you can write about why you're fundraising, set fundraising goals and see your progress. You can also simply direct people to the Equity Benevolent Fund JustGiving page.

SOCIAL MEDIA

One of the simplest ways to raise money for the Benevolent Fund is just to spread the word via social media. Share a link on your Facebook, Twitter or Instagram and let people know why this is important. You can share the link to the JustGiving page, or to fundraising drives like [#ForTheLoveOfArts](#), a series of performances curated and produced by Michelle Collins.

Fundraising FAQs

ZOOM FAQs

How does Zoom work

Zoom allows you to set up video calls with large groups of people and run events remotely. The free Zoom application allows you to run as many events as you like, but limits group sessions to 40 minutes and 100 participants each. To invite more people, and run the event for longer, you will need to purchase [one of the paid packages](#). Branches could buy these packages from their branch funds to support fundraising members at their own discretion.

How to set up a Zoom event

To set up a Zoom event, you need to:

1. Make sure you have Zoom downloaded on your computer. If not, download it [here](#).
2. Start the Zoom application.
3. Click on the Schedule icon (or the words 'schedule a meeting')



Schedule

4. Select your meeting settings – including title, start time, anticipated duration, and whether people will be using video/audio.
5. Select the Calendar service you'd like to use (e.g. Outlook, Google) or select 'Other Calendars' which will open a new window with the meeting text – including the Zoom link.
6. Copy and paste this meeting text into an email, Facebook event or message – essentially just send to your guests!

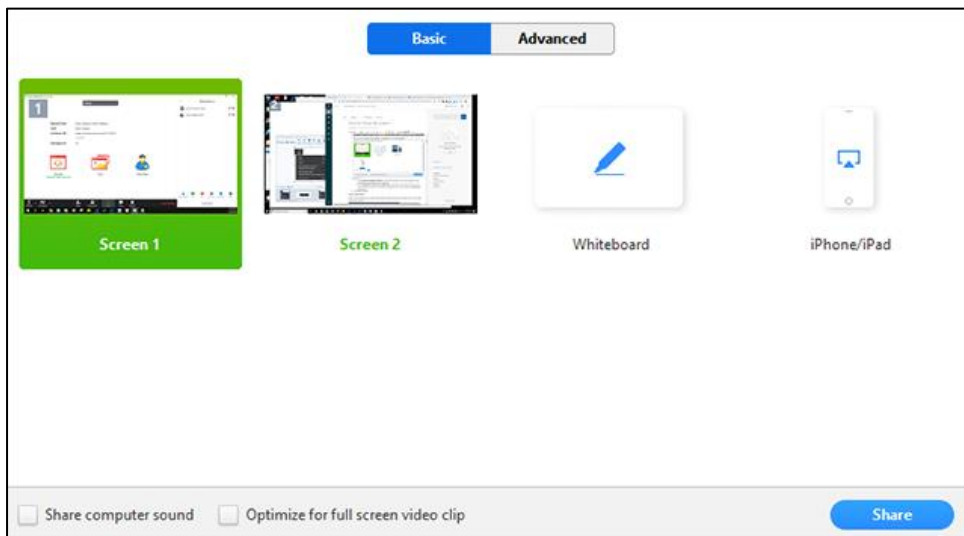
If you run into any problems, you can use the Zoom help guide [here](#) or email kjones@equity.org.uk.

How to screen share on Zoom

1. Join your Zoom meeting.
2. Click the **Share Screen** button located in your meeting controls.




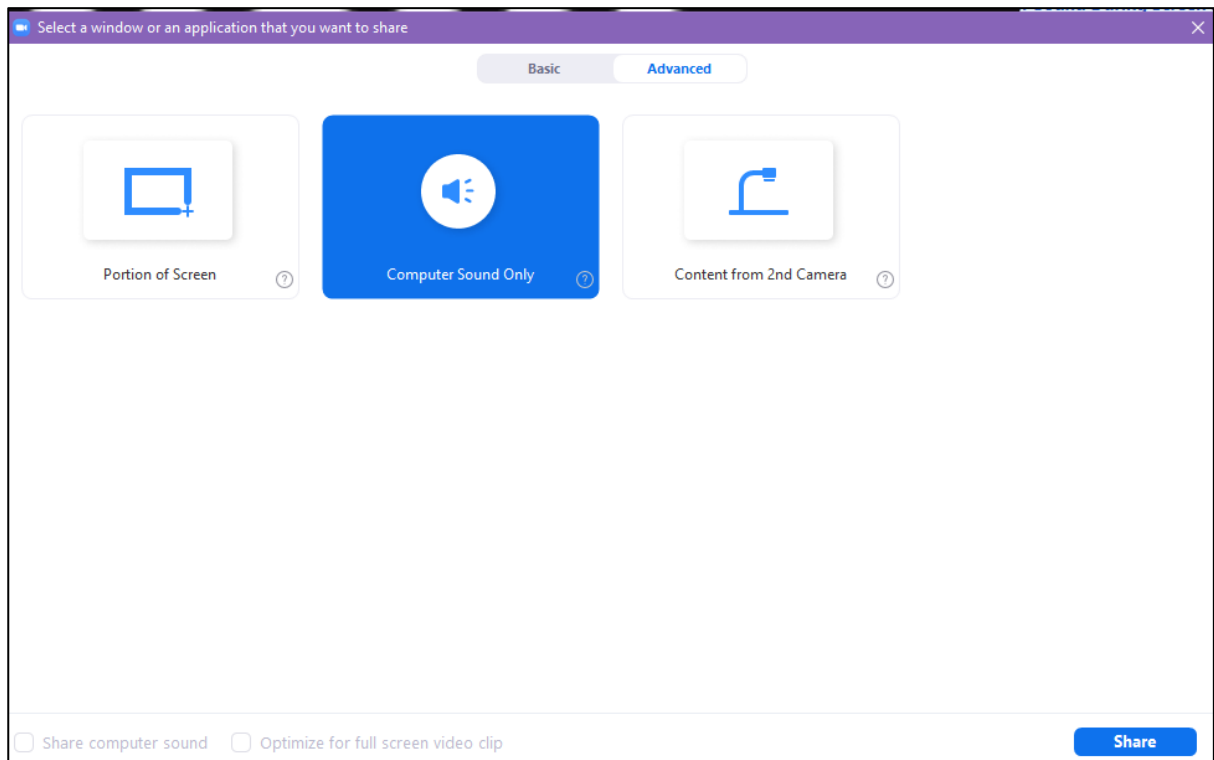
3. Select the 'Basic' screen share option:



4. Click **Share**.

How to share audio but not your screen on Zoom

1. Enter your Zoom meeting.
2. Click the **Share Screen** button located in your meeting controls.

3. Select the 'Advanced' screen share tab, and then the 'Computer Sound Only' button:



4. Click **Share**.

Random number generators (Bingo)

Random number generators can be downloaded as apps, used on websites or – for the easiest option – just googled!

1. Search ‘random number generator’ on Google
2. Set the minimum and maximum numbers as 1 and 75 (or, if your particular bingo game has a different range, those numbers)
3. Click the ‘Generate’ button. You will be given your random number
4. Just click the button again to be given another.

