

Your P2P Virtual Event Checklist

- ❑ **Update your home page**
 - Check banner
 - Add images
 - Update copy
 - Include mission messaging and impact statements
- ❑ **Have clear Calls to Action (CTAs)**
 - Make sure donate buttons are easy to see.
 - Include instructions and calls to action.
- ❑ **Add or update your event site FAQ page**
 - Explain your virtual event who, what, where, when and how
- ❑ **Update registration types, description and questions**
 - Your specific event and approach will dictate what changes to make to registration.
 - **EXAMPLE:** if you decide to mail packets (t-shirt, bib, etc.), you could continue to charge a registration fee (maybe smaller). Just update the registration name and description.
 - Unpublish registration types you may no longer need and add a new virtual one.
 - Remove any required fundraising minimums.
- ❑ **Update your pre-scheduled and triggered messages.**
 - Tailor them to talk about your virtual event.
 - Have fun - get creative and use action language to build momentum.
 - Create urgency with timeframes, calls to action and social shout outs.
- ❑ **Setup your Matching Gifts**
 - Matches are a great way to drive more fundraising.
 - Get your matches setup in your site and watch your proceeds double!
- ❑ **Update event branding**
 - You might want to tweak you home page
 - Update email banner(s)
 - Adjust copy and info on scheduled social posts
 - Don't forget to use the word "Virtual Fundraiser", "Virtual P2P Event" to help stand out!