



GIRLS ROCK LONDON

HOW TO FUNDRAISE FOR
GIRLS ROCK LONDON
ONLINE

First of all, thank you so much for your help fundraising for **Girls Rock London**. Your support will help us sustain our work delivering confidence-building music programmes for girls, women, trans and non-binary people during and after this current Covid-19 lockdown.

WHO WE ARE



Girls Rock London (GRL!) is a music project for girls, women, trans and non-binary people in London. We are part of an international movement of Girls Rock organisations united by a desire to empower our participants – regardless of previous musical experience – to express themselves through music creation and performance.

The programme we run is a mixture of musical/technical tuition and workshops, which together help to build participants' self-esteem and confidence, and provide a platform for our participants to find and develop their voices. Our music camps are all about trying new things, working together and making lots of **NOISE**...

THE CURRENT SITUATION

Like so many charities at the moment we are facing financial challenges as a result of the current situation, with a drop in events and grant fundraising. **This has not dampened our spirits. As a community of volunteers, freelancers, musicians, artists, wellbeing practitioners and more, we are 100% committed** to adapting our programming so that we can be there for our young people during – and after – this challenging time. We see this as an exciting opportunity to develop our digital programming with the potential of reaching people who might not be able to access our in-person work. We will also be delivering resources to young people with limited access to the internet and/or privacy at home.

And we can't wait to run our music camps in the future and make music together in the same room again, whenever that may be!

To make all of this happen we need to fundraise to replace lost income – and this is where you come in!

HOW YOU CAN HELP

We've put together a pack of fundraising ideas you can try at home or wherever you are self-isolating.

Fundraising for a cause you care about can be a fun way to stay connected with your friends and loved ones, get creative with your community and meet new people!

See below for examples of creative and social activities you can try out, and there are even some fitness ones too(!)

The majority of these activities require an internet connection, access to equipment you can use to video chat or phone call people from (such as a computer/ laptop/phone to access Zoom, Instagram Live/ Facebook Live/ YouTube Live), or basic recording equipment such as the camera or voice recording feature on your phone.

DETAILS OF HOW TO DONATE YOUR FUNDS ARE EXPLAINED LATER IN THIS PDF,
AS WELL AS TIPS FOR USING ONLINE PLATFORMS SAFELY.



CREATIVE FUNDRAISING IDEAS

1. COVER A SONG CHALLENGE

Ask your friends and family to pick a song they would like you to learn and perform for them. Either perform it live to them on video chat or record a video/the audio to send to them. Ask them to donate to GRL for your creative efforts.

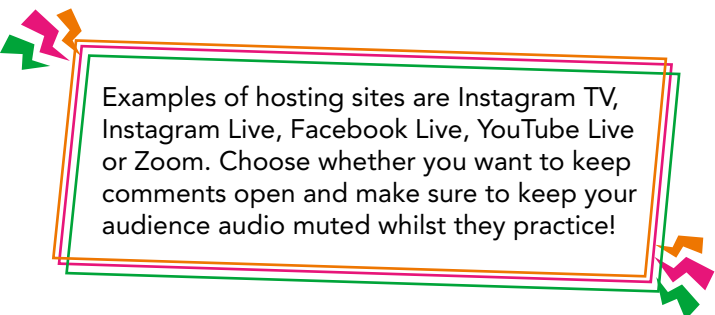
2. WRITE A SONG FOR A FRIEND OR FAMILY MEMBER

Offer up your songwriting skills to write a song for a family member or friend. You can set the theme together or they could make a request for the song topic e.g. a song about their pet, about the holiday you both went on, or what you'd like to do together when lockdown is over! Record the song for them (audio or video) or perform it via video chat. Ask your fan to donate to GRL.

3. HOST A VIRTUAL MUSIC TUTORIAL

Fancy teaching your fans, friends and family how to play your songs? Run a live tutorial session to your audience using your instrument, asking them to make a donation to GRL before they join your session. Or you could pre-record a tutorial, upload onto a video hosting site and when your audience members make a donation to GRL you send them the link to the video.

A good example of how you could do this is Laura Marling's guitar tutorials on Instagram of how to play her songs. [instagram.com/lauramarling](https://www.instagram.com/lauramarling)



Examples of hosting sites are Instagram TV, Instagram Live, Facebook Live, YouTube Live or Zoom. Choose whether you want to keep comments open and make sure to keep your audience audio muted whilst they practice!

4. HOST A VIRTUAL SKILL SHARING/CREATIVE WORKSHOP SESSION

Do you have a skill you'd like to share with your friends, family or fans? Share your skills with each other and learn new skills at the same time, e.g. host an art class, songwriting workshop, a dance lesson, show how to make your favourite lunch, **YOU NAME IT!**

Run a live session using a video hosting site or pre-record the session and share, asking your audience to donate to GRL before they join the session.

5. HOST A VIRTUAL OPEN MIC NIGHT!

Invite your friends, family or fans to share any work they have been creating recently in a group video chat. It could be themed, for example, 'work created during Lockdown'.

It could be a music specific event with live performances, or each participant could share a link to their song with the group so that they can listen to it during the session. It could be specific to other art forms, or it could be broad and multidisciplinary – music, poetry, visual arts, dance etc. all together! After the event, you could create a programme with the images/poems/links to songs shared in the session as a memento of the event. Participants donate to GRL to take part.

6. GIG NIGHT!

Are you missing performing to a live audience? Fancy showcasing your new material with your fans, friends and family? With the use of social media 'Live' functions you can create an 'intimate' gig setting. Ask your fans to donate to GRL before your performance. Further details of how you can do this are featured at the end of this document under the **'Tips for hosting an online gig'** section.



SOCIAL FUNDRAISING IDEAS



7. VIRTUAL COFFEE MORNING

Get together with your pals for an online video chat and donate to GRL the price you would have spent on your cup of coffee and/or your commute to meet them.

8. MUSIC QUIZ NIGHT

Host a video chat quiz night with your friends and family. Each player comes up with 5-10 questions to ask the group or you can download the GRL music quiz questions that GRL volunteers have put together! If you want to confer with your quiz team you can call them on the phone and mute your mic on the video chat, or use the breakout room function on Zoom. Each player donates to take part.

9. HOST A SILENT DISCO FOR YOUR FRIENDS AND FAMILY

Create a shared music playlist online where you can all listen to the same music at the same time (e.g. on Spotify or Soundcloud), set up a group video chat and have a party! Make sure you keep your individual microphone on mute! You could make it a themed party e.g. music from a specific decade and dress up. Donate the money you would have spent on your venue entry fee to GRL.

10. HOST A VIRTUAL DINNER PARTY

With your group of dinner party guests, set a theme for you all to dress up e.g. '80s' themed or 'in the style of your favourite band member'. Eat your dinner together via video chat, have a catch up and then play games together. e.g. host a quiz, play murder mystery, trivial pursuit, charades etc. (there are websites online that provide resources to host online games). Each dinner party guest donates to GRL.

FITNESS FUNDRAISING IDEAS

11. LOOKING AT HOW TO KEEP FIT DURING LOCKDOWN?

Organise a fun group workout with your friends and family that you can host via video chat. Come up with the routine yourself to share with your group, or pick your favourite online workout to watch together! Donate the price of your trip to the gym to GRL.



12. TAKE PART IN A SPONSORED VIRTUAL RUN

GRL volunteers have already taken part in the virtual Local Landmark Challenge to raise funds for GRL. They ran a socially-distant marathon between the three of them across different parts of London!

If you'd like to raise money through running, why not set a distance you'd like to run solo or in a group (at a safe distance) e.g. 5k, 10k etc. in your local area and ask your friends and family to sponsor you? You don't need to run the distance all at once if you don't want to; set a target that is manageable and make it fun! Tag GRL in your social media posts so we can cheer you on!

At the time of writing the 2.6 Challenge had just begun, a fundraising campaign seeking to replace some of the lost income to charities through cancelled events such as the London Marathon. All you need to do to take part is dream up an activity based around the numbers 2.6 or 26 that suits your skills and ask your family and friends to sponsor you!

Have a look here for more info twopointsixchallenge.co.uk – and keep an eye out for other virtual runs taking place on social media.

See the government guidelines on how to exercise safely during this time: [gov.uk](https://www.gov.uk)

HOW TO DONATE

Donating directly via our [website](#) is the best way for us as a charity to ensure we can make the most of your donation (because the platform charges the lowest third party fees). You can also donate via our [PayPal](#) page. We also receive Gift Aid so please click this option when donating if you are eligible.

Before your friends and family join your class or activity, ask them to donate to GRL using this link: donate.kindlink.com/girls-rock-london. This is the page that is linked to the 'Donate' button on the top right corner of our website.

If you are doing a large fundraiser like a sponsored run, or think it would be easier for you to keep track of who is requesting to attend your workshops and gigs, you can set up a [GoFundMe](#) page and direct your audience to donate to your page. GRL is registered with GoFundMe so you can link to us on there and the money will come directly to us.

HOW TO SET YOUR DONATION PRICES:

We appreciate that funds are tight at the moment, and that us suggesting a fixed donation amount wouldn't suit everyone's personal financial situations. So **we suggest you set the minimum donation amount** for the group you are working and socialising with virtually. Your donations are appreciated, whatever they are.

HERE'S WHAT TO THINK ABOUT WHEN YOU SET YOUR DONATION PRICES:

Who is your audience? Do they have a bit more money or less money than normal at the moment? Adapt your suggested donations accordingly.

You could set a donation range e.g. 'Suggested donations between £8 - £15' so that the people who join your activity can donate comfortably regardless of their current income.

How much you would typically spend on doing the activity e.g. how much you would spend on a night out – this could include the price of your commute to the venue, any food or drink you would buy that evening, cost of entrance to the venue etc..

Below we have made some suggestions for minimum donations per activity, but these are just a rough guideline to give you an idea – it's up to you to decide what feels right.

Suggested minimum donations:

- Pub quiz entry: £5
- Take part in an open mic: £5 per person to share work
- Virtual gig ticket: £7 per person (e.g. the price of a gig ticket)
- Host a music tutorial/skill sharing session: £10 per person
- Host a silent disco: £10 per person (e.g. the price of entry into a club)
- Write a song for your friend or family member: £15+
- Host a virtual dinner party: £15+ per person (dinner, conversation, games, what a fun-filled night!)

HOW TO ADVERTISE YOUR EVENTS

Let your friends, family and fans know that you're fundraising for GRL and invite them to attend your activities/ workshops! Or you can shout out about what you got up to to fundraise for us after the event.

It helps to spread the word about your fundraising efforts and is a fun way to invite your networks to take part in your activities! Even if you've just had a quick virtual coffee morning, or an open mic, you can take a screenshot of your video chat and tag us!*

You can tag Girls Rock London on social media using the following social media handles and we can repost your posts on our channels:



[instagram.com/girlsrocklondon](https://www.instagram.com/girlsrocklondon)



[facebook.com/girlsrocklondon](https://www.facebook.com/girlsrocklondon)



twitter.com/girlsrocklondon

[girlsrocklondon.com](https://www.girlsrocklondon.com)

PROMOTION TIPS FOR SOCIAL MEDIA:

Make individual posts inviting people to attend your activities – remember to feature the date, time of the event and what online platform you'll be using to connect with people! E.g. hosted on Instagram Live.

If you're hosting a private event for friends and family (and it is not open for new audiences to engage with), then you can post after you've held your event to share what you got up to. For example, if you held an art workshop, this could be a post of paintings you all made in the session.

*Make sure to get the permission of the people involved in your session that you can share images/videos/ audio etc. of them. You can let people know before the session starts that you are planning to post online, or if you are recording the session.

USEFUL LINKS:

You can set up a [Linktree](#) account to feature multiple links to activities or your fundraising page (if that's how you want to collect the donations). This is useful for use on Instagram to post in your bio, or other social media accounts you have.

If you're setting up an online fundraising page through [GoFundMe](#) to collect your donations, post the link in your Instagram bio or online profiles so it can be easily found and people can keep track of how you are doing to show you some support!

You can use [tinyurl](#) or other url shortening websites to make any web links you want to share more social media friendly, especially when posting on Twitter because of the 280 character limit.

TIPS FOR HOSTING ONLINE

TIPS FOR HOSTING AN ONLINE GIG:

You may want to come up with a few 'ground rules' for online video calls with people you do not know, such as everyone except for the host keeping their microphones on mute until instructed to unmute, instructing the audience to ask questions through the chat function, or password protecting the call. Whatever you feel comfortable doing and is suitable for your session – you decide.

Lots of people have been using a few different platforms to run their gigs.

A popular one is Instagram Live, as you can stream live quite easily from your Instagram account. Benefits are that your followers are notified as soon as you go live, encouraging them to tune in. You can get real-time feedback from followers in terms of comments and likes, and you can save your performance on your profile for 24 hours so that people who missed it live can still see it.

If you think there are people that want to see your performance but perhaps don't use Instagram, they can still watch via Google Chrome using the 'IG Stories for Instagram' plugin, which is available for free. You can also use this plugin to download your live performance afterwards.

Other platforms that are used are Facebook Live and YouTube Live, for similar reasons. Some people have introduced fees or donations as a requirement for their live streamed gigs - for example Young Women's Music Project run YouTube Live gigs each Friday where you will only receive the link if you have made a donation of any amount to their organisation first.

Zoom could also be used, ideally if you have a paid account (calls are limited to 40 mins if you host from a free account). You could use their password protection and waiting room features to ensure that only those who had registered/donated etc. would receive the information needed to participate. As a host you can also choose to mute everyone on the call so that your performance goes uninterrupted.



USEFUL LINKS ON ONLINE SAFETY

If you are unsure about how to use an online platform, do your research beforehand on how to maximise your safety, therefore maximising your fun:

How to keep uninvited guests out of your Zoom event:

<https://blog.zoom.us/wordpress/2020/03/20/keep-uninvited-guests-out-of-your-zoom-event/>

Securing your meetings and virtual classrooms on zoom:

<https://www.youtube.com/watch?v=p1IMmOujc9c>

Keeping Instagram a safe and supportive place:

<https://about.instagram.com/community/safety>

GRL MUSIC QUIZ QUESTIONS!

1. What does R&B stand for?

- A. Rock and Blues
- B. Rhythm and Blues
- C. Rhyme and Blues

Answer: B – Rhythm and Blues

2. From which two countries do Charli XCX's parents hail?

- A. USA & England
- B. Italy & Scotland
- C. India & Scotland

Answer: C – India & Scotland

3. Which artist wrote Miley Cyrus' 'Party in the USA'?

- A. Lady Gaga
- B. Christina Aguilera
- C. Jessie J

Answer: Jessie J

4. Which Queen song inspired the stage name of a global superstar born with the second name Joanne?

Answer: Radio Gaga (Lady Gaga)

5. Which London rapper has often referred to herself as 'Missing in Acton'?

Answer: M.I.A

6. Which American touring artist took time off on their Australian leg to volunteer at a local food bank?

Answer: Lizzo

7. Which singer is U2 referring to in their song 'Angel of Harlem'?

- A. Nina Simone
- B. Billie Holiday
- C. Ella Fitzgerald

Answer: B – Billie Holiday

8. Which Parisian cabaret singer was also a member of the French Resistance during WWII?

Answer: Josephine Baker

9. Who produced Hole's first studio album, 'Pretty on the Inside'?

Answer: Kim Gordon

10. Which 90s indie band, known for their hit, 'Cannonball' featured a set of twins?

Answer: The Breeders

11. Kimya Dawson formed half of which band?

Answer: The Moldy Peaches

12. Which American state is Beyoncé from?

- A. Louisiana
- B. Alabama
- C. Texas

Answer: C – Texas

13. Which 'Warrior in Woolworths' singer grew up in Brixton?

Answer: Poly Styrene

14. Which one of Whitney Houston's cousins sang 'Walk on By'?

- A. Aretha Franklin
- B. Diana Ross
- C. Dionne Warwick

Answer: Dionne Warwick

15. Which UK R&B Artist features on Robbie Williams' 'Feel'?

Answer: Alicia Keys

16. Which Caribbean country did Aaliyah film her video for track 'Rock the Boat'?

- A. Jamaica
- B. Barbados
- C. The Bahamas

Answer: C – The Bahamas

17. Which female artist worked closely with Producer Nellee Hooper across their early albums?

- A. Robyn
- B. Björk
- C. Imogen Heap

Answer: B – Björk

18. Which British artist who has since gone solo, was once part of the band, Cheap Hotel?

- A. Lily Allen
- B. Anna Calvi
- C. Neneh Cherry

Answer: B – Anna Calvi

19. Which UK rapper opened on The Gorillaz Humanz tour in 2017?

- A. Ms Banks
- B. Speech Debelle
- C. Little Simz

Answer: C – Little Simz

20. Which gender-queer French artist achieved number 1 album status in The Guardian in 2018?

Answer: Christine & the Queens

21. Which TV series starring Sarah Paulson featured a cameo by Stevie Nicks?

Answer: American Horror Story, Coven Series

22. Who wrote the song 'Private Dancer'?

Answer: Mark Knopfler

23. Who wrote 'Kurt Smells Like Teen Spirit' on a wall to later inspire Nirvana's anthem of a similar name?

Answer: Kathleen Hannah

GRL MUSIC QUIZ QUESTIONS!

24. Who was Whitney Houston the backing singer for?

Answer: Chaka Khan, Lou Rawls, Jermaine Jackson

25. Which country singer has her own theme park?

Answer: Dolly Parton (Dollyworld)

26. Which founding member of the dance/music group, MEN, also dated Sia?

Answer: JD Samson

27. Who did Janelle Monae have as their mentor before they passed away?

Answer: Prince

28. Which R&B Artist when in interview with Mary Anne Hobbs on BBC 6Music, admitted that she often forgets who she is in public and walks around in sweat pants and with no security?

Answer: Missy Elliott

29. What is Alice from Dream Wife's surname?

Answer: Go

30. Who is the Machine in Florence + the Machine?

Answer: the band's keyboardist, Isabella Summers

31. Which American singer, songwriter and guitarist is known as the Godmother of Rock 'n' Roll?

Answer: Sister Rosetta Tharpe

32. How many singles has Dolly Parton released?

A. 145
B. 160
C. 173

Answer: C – 173. She's released 145 as a lead artist, 21 as a featured artist, and 7 promotional singles.

33. By what moniker is singer-songwriter Tahliah Debrett Barnett better known as?

Answer: FKA Twigs

34. Lyrics Round 1: According to Sleater-Kinney's Carrie Brownstein, what does being happy, hungry or angry make her?

Answer: A Modern Girl (just 'Modern Girl' or 'Modern' also accepted), as detailed in the lyrics of their 2005 single 'Modern Girl'

35. Name the lead singer and guitarist of American punk rock band Against Me!

Answer: Laura Jane Grace

36. Novelist Margaret Atwood inspired lyrics for which left-handed guitarist and singer songwriter? Bonus point: Name the single the Margaret Atwood quote features in.

Answer: Courtney Barnett, and Atwood's words featured in CB's 2018 single 'Nameless, Faceless'. Atwood's quote is "Men are afraid women will laugh at them. Women are afraid men will kill them."

37. Lyrics round 2: Who sang "Don't tell me to fix her, Just take a bite, No hangin' no picture, Flyin' out my sight, Droppin' brides at the altar, Gonna find ya squeeze tight"?

Answer: Karen O (Yeah Yeah Yeahs accepted) in 2003 single 'Date With the Night'

38. Name both vocalists of the riot grrrl band Bikini Kill.

Answer: Kathleen Hanna and Tobi Vail (need both to get the full point! Half a point for one right answer)

39. What did Solange see in the sky that inspired her 2016 hit single?

A. Planes
B. Chains
C. Cranes

Answer: C – Cranes

40. "WHY AM I SILLY? ALE" is an anagram of the name of which famous lead vocalist?

Bonus point: name her romantically inclined band.

Answer: Hayley Williams, of the band Paramore



If you have any queries about how you can host or promote your events or any other questions, you can get in touch with us by emailing projects.girlsrocklondon@gmail.com

We are really grateful for all of your support, whether that's shouting out about us on social media, hosting virtual coffee mornings and workshops, making an individual donation, or just sending us some good vibes! Whatever you can do, your efforts are always appreciated and help us to continue our work with girls, women, trans and non-binary people at this difficult time.

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www.girlsrocklondon.com

   @girlsrocklondon #GirlsRockLondon

Girls Rock London is a registered charity. Charity Number: 1170457.