

Online First Dates Guide



Organise a virtual First Dates event to help people find true love, whilst also raising vital donations for MRF!

Getting ready for the event

- Advertise your event - Set up a Facebook event and invite your friends and family, and encourage them to share the event with their own networks in order to reach even more people! It's also worth thinking about any relevant Facebook Groups that you could share the event into.
- Sell tickets - Ask people to donate a set amount onto your Just Giving page in order to take part.
- Create an online questionnaire that people have to complete after purchasing their ticket, which you can use to pair people up. Ask for people's name, email, gender, sexuality, and then a few questions about their interests!



Matching the couples

- Try to find people the best match possible - but don't worry too much about finding everyone's soulmate!
- Once you've found a match, get in touch with both of them to let them know, and pass on the email address of the other person. Offer a suggested video calling platform for their virtual date - Skype, Zoom, and Google Hangouts all work great!



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"It's never too late to see how you can adapt your fundraising plans to be online"

- Mike Cox, Kilimanjaro Trek

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Post event

- Thank everyone who took part and let them know how much you raised. Send them the link to your online fundraising page in case they want to make any additional donations!
- Share an update on your Just Giving page to let your supporters know how you are continuing to fundraise whilst self-isolating.

The important bits

- Remind people that they can leave the virtual date at any time if they feel uncomfortable.
- Include a GDPR statement when collecting people's personal information to state that their contact details will be shared with their match. Make sure that you permanently delete everyone's information after the event and do not use it to contact them about anything other than the event.
- Remind participants that they should follow the most up-to-date government advice and not attend any in-person dates until the government has advised that it is safe to do so.

Top tips

- Don't over-complicate the matching form as having too many questions can make it harder to match people.
- Offer 'double dates' as an option so people can go on their date with a friend who is also taking part in the event.



**For more information contact
fundraising@meningitis.org**

"If you make it fun for yourself then it is fairly easy to hit that final target!"

- Sarah Blanchard, Kilimanjaro Trek

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