

Happy Hour Fundraiser



Who doesn't love happy hour? Live stream your very own Virtual Happy Hour! Create a fun, simple-to-make at home cocktail (mocktail version as well) with basic ingredients and kitchen utensils improvised as bar equipment, so that almost anyone could play along from home. Ask friends and family for donations, send them a link to virtually join you and enjoy! You can "sell" tickets to your happy hour, ask for donations during your event, or both!

Suggestions for creating a fun and successful at home virtual happy hour fundraising event:

1. Choose your favorite cocktail or mocktail to make at home. Search for the at home recipe (keep it simple so your friends and family can participate without having to go shop for too many ingredients or barware). Think about items you can substitute for at home success such as a pre-workout blender bottle instead of the traditional shaker tin.



2. Select a theme for your happy hour party. It's always fun to dress up to a decade or wear a wig! Create a custom playlist on a music app such as Spotify that you can share or make collaborative with your happy hour attendees



3. Make a catchy invite to share with your contacts. Include essential details such as date, time and time zone (it's virtual so everyone can participate worldwide), app and user name to tune into (i.e. Instagram Live and your handle, Zoom and meeting ID, etc. – check out our Streaming App Guide), your happy hour party theme, the happy hour cocktail with ingredients and kitchen tools and your happy hour fundraising goal and how they should donate into your virtual tip jar aka your fundraising page.
4. Send the invite out and promote it! Possible invite options include sending an e-blast, create an invite in the Facebook event section, upload an invite graphic and post on your social media apps, calling and texting all your family, friends, co-workers and those in between.



5. Write a timeline of how you would like your happy hour to go. Sketch out your happy hour into minute timeframes for structure. Example: 1-5 minutes is for an intro to yourself, reason you are virtual walking and description of your drink; 6-15 minutes is for making the cocktail with Q&A; 16 – 30. minutes can be hanging out with everyone enjoying the drink, dancing to music together, playing a game, etc.
6. Do a test run and get comfortable in front of the camera. Get comfortable with the app. Practice being on your streaming platform with a friend and doing a one on one run through of your timeline. Position your device camera where you would like to be filmed. Practice making your cocktail in front of the camera to get used to the recipe and barware. Look up virtual cocktail video tutorials such as our favorite, Ina Garten, for some inspiration.
7. Showtime! Happy virtual bartending and fundraising!

