

Free
e-book

 **Classlist**

EVENTS & FUNDRAISING IDEAS WITH A TWIST DURING COVID-19



Innovative Event Ideas for 2020 & Beyond

Event ideas with a twist

Planning engaging and successful events and other ways of fundraising during Covid-19



Are you looking for safe, fun activities to help your community both stay connected and raise money during the pandemic?

Here at Classlist we've been looking into some really fun alternatives to traditional community and fundraising events. Here are our favourites!

We have spotted some really brilliant ways that PTAs are making use of Classlist's ticketing and payment system to keep their community connected. **In-app payments and e-tickets** replace the cash and forms that parents previously sent into school. This has not only enabled PTAs to go cash free, but saves hours of manual processing time too. Even last year before Covid-19 thousands of pupil-designed Christmas cards were ordered via Classlist, but this year there are even more **fundraising items being sold via Classlist**.

Meanwhile, the **volunteer SignUp Lists** are being put to good use enabling a maximum of 6 people to book to start an in-person activity at a time. We're delighted some of you are still managing to get together, albeit in a restricted way. If you can't get together at all, then **Classbudi**, our new virtual coffee feature is helping parents make new friends and stay in touch with existing ones.

Classlist's award-winning app is the ideal way to reach all your parents in one place and to bring your parent community together.

Good luck & do share pics of your fundraising activities with us.

Susan and Clare, Classlist Co-Founders

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Section 1:

In-person events with social distancing

Get everyone outside!

Here are some ideas



DO CHECK THE RULES!

With Covid-19 guidelines changing frequently, in-person events may or may not be possible in your area - check the latest rules. But if you can get together in groups of 6 here are some of our favourite in-person event ideas:-

TRAILS AND TOURS

Scarecrow Trail – Families put scarecrows in their front gardens, which are marked on a map. Although this relies on many of your school community being local, it's a great way of encouraging pupils to be creative. In addition, it's a possible fundraiser, where participants receive the map with a ticket purchase.

Halloween Trail - a similar idea but with families exploring the local area. This can be based on trivia and clues near the school. Ask parents to buy a ticket and book a time slot to start the trail using SignUp Lists - so you can space families out. Children can dress up in spooky outfits. A ticket gives each child the Trail and Trivia Map, a pencil and some halloween colouring. At the end they get a prize.

Guy Fawkes Display - With many bonfire nights cancelled this year. A fun alternative is for families to make a Guy Fawkes and bonfire to display in the front garden for others to view from a little further away.

Winter Wonderland Christmas Lights tour - another chance to tour your local area. Ask families to make colourful Christmas displays in their front gardens. Again, you could release a map.

Different can be better

Try new ideas



SIMULTANEOUS DINNER PARTIES

Why not arrange groupings of up to 6 parents to have simultaneous dinner parties as a fundraiser? There could be the same menu at every house. If you really want to go to town you could combine this event with a cooking challenge where you supply specific recipes too and compare photos of the results. Suggested charge £10, with £5 given to the host for the food.

Tip: Use SignUp Lists for parents to choose a grouping. Or make it a 'lucky dip' and allocate people yourself.

PUMPKIN CARVING COMPETITION

Ask children to return from half-term with a decorated pumpkin to enter into the competition. Entry tickets can be sold for say £1.50 on Classlist. The pumpkins can be arranged around the school entrance for everyone to see. As there won't be much trick or treating this year the PTA could give each child that enters some sweets, if that isn't too controversial!

SANTA'S WORKSHOP VISIT

If Father Christmas can't visit why not offer a 'look inside Santa's workshop' instead? Deck a gazebo out as the North Pole. Stay distanced and watch the elves at work wrapping presents and answering letters. Parents can book a time and deliver their own gift to be given to their child.

Let's get physical

Events on the move



TREASURE HUNT

Family half-term treasure hunt - design a treasure hunt that families can undertake together by car or bike. Families buy a ticket on Classlist to receive details of the 2 hour treasure hunt and can do it any time in half-term. They will receive a clue sheet to fill out during the hunt. This will be sent back to the organiser for marking. All correct answers go into a prize draw. Why not ask a local business to donate a prize? Families can encourage neighbours and friends to do the treasure hunt too.

ORGANISE A BIKE FESTIVAL

Organise a hike or bike ride for your local community. Instead of relying on your parent community for fundraising, why not offer something to your wider local community that will enable you to raise money. This could be anything from a short hike up to a 50 mile cycle ride. Participants are expected to be socially distanced at all times and you can arrange staggered starts.

Tip: Use guest checkout to sell tickets to people from your local community.

PUPIL RELAY

Running or Cycling relay from pupil home to home or around local landmarks. Set a distance challenge for pupils like 'Class Marathon'. Everyone contributes a leg to the relay and it is added up. Children find sponsors from friends and family.

Small groups are more friendly

Make new friends

DOG WALKS

Certainly fresh air endeavours are popular and in the case of dog walks walking together is a practical way of sharing this daily task. To clarify what is different – those spontaneous walks that were arranged at the school gate can no longer happen. On the positive side it opens up an opportunity to encourage parents across your school to join in and meet new people.

WALKS

Let's not forget the people without dogs. Why not arrange a walk for 6 parents?

Tip: Set up an event on Classlist with 6 spaces for parents to RSVP for walkers.

IN-PERSON COFFEES

The importance of meeting in real life is driving Class Reps to arrange coffee meet ups in small groups in accordance with local guidelines. Consequently, these more intimate gatherings are fostering deeper connections.



Pupils in bubbles can meet

After-school ideas



NO-UNIFORM DAY WITH A THEME

Dressing up day - ask all the children to come into school dressed to a theme such as animals, a colour for each class, or as NHS workers? You could collect a £1 fee.

Children are obviously already together during the day, so you may be able to fundraise with events after-school in bubbles. Getting enough adult supervision within Covid rules may be more of a challenge. The PTA could pay for classroom assistants to stay on and run the disco or film night as an option. You can still make a profit

FILM NIGHTS

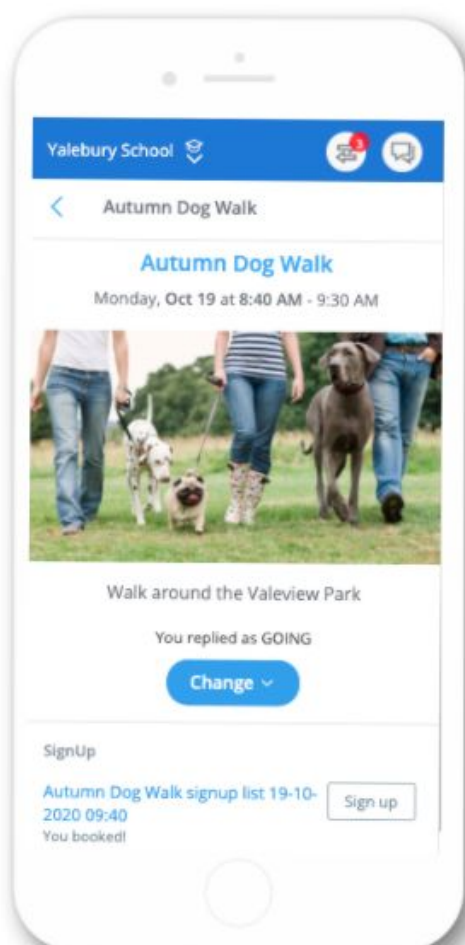
Choose a film they will love, and sell the children tickets to see the movie after school. Give some popcorn and a drink as part of their ticket. Remember they can't share food and drink during a pandemic.

PLAYGROUND DISCOS

Pupil Discos are always popular - giving the children the chance to let off some steam and give their parents some time off, all in one go. If you can't do it inside, ask the children to bring hats and gloves to school and do an outdoor disco.

Tips for in-person events

Make the most of
Classlist



SET UP SOME NEW GROUPS

Some parents are starting to feel cut-off from the school community, especially if they aren't able to stay and chat at school or attend the usual events and class get together.

Set up some interest groups on Classlist that bring parents with similar interests together, no matter which class their children are in. Planning to help revamp the school grounds? Start a discussion group and see who joins the conversation with suggestions. They may become a useful helper later.

Why not set up a Book Discussion group? Or a dog walking group on Classlist - where good routes/dates can be discussed.

KEEP TO THE RULE OF 6

Classlist's SignUp tool makes it easy to book a maximum number of participants at a get together.

REACH ALL YOUR PARENTS

Reach out to all your parents regularly with updates, and to check everyone is ok. Don't let Covid-19 disconnect the parent community you've spent time nurturing.

Keeping parents in the know and helping them support each other builds an active, engaged parent community. That makes fundraising so much easier.

Classlist makes it easy for you to bring together all your parents in one place.

Section 2:

Virtual events for parents and children

Together online

Get creative



RAISING MONEY?

Choose whether you charge for virtual events or ask for an optional suggested donation, so as not to exclude anyone from taking part. Gift Aid declarations can be collected on Classlist and donations are eligible.

VIRTUAL SANTA'S GROTTTO

Virtual Santa's Grotto - Pupils have a 1:1 video link with Santa. Use your usual grotto as a backdrop, plus fairy lights for added sparkle. Alternatively select an appropriate Zoom background photo. Festive music for the virtual waiting room and Santa's gift could be a fun downloadable activity this year!

ONLINE CRAFT WORKSHOPS

These are an absolute winner - professionally organised ones are an easiest option, as ideally the host needs experience in conducting a live online craft session. But this is an opportunity for children (helped by their parents) to create something special and Christmassy. Families could be asked for a small donation to participate.

EXTERNAL SPEAKERS

Amongst your parents some will have jobs of interest to others. How about a winter speaker series? You could charge or ask for a donation for attendance in some cases. The guest checkout on Classlist can be used to charge external attendees if opening this to your local area.

Everyone loves a Xmas Fair

Don't miss out



ONLINE CHRISTMAS FAIR

Why not hold a virtual Christmas Fair? You could use [Hopin.to](https://hopin.to) to host it.

See the other ideas in the 'Selling Online' section for other Christmas-related ideas that could be included in your Xmas Fair.

CRAFTS & COOKING

Why not have some live craft activities? Use items that are readily available at home for most families. Or make up Craft Packs in advance and pre-sell to families to use during the live demo.

Cooking demo - help children make gingerbread or Christmas food to send to shielding grandparents as gifts.

Ask creative parents to make wreaths & decorations in the weeks before to sell.

LIVE ENTS

If children at your school are allowed to sing or record sketches why not put together a few minutes of Christmas entertainment to open your Fair?

RAFFLE

The raffle is often a money spinner at Christmas Fairs. You can have a live draw during the fair. Collect the ticket money via Classlist

LOCAL BUSINESS OFFERS

Charge for a 2 minute demo slot! Or ask for a raffle prize in return.

Go small but think big

Seasons' favourites



THE GREAT BIG BONFIRE NIGHT

The 5th November won't be the same this year without families getting together for bonfires and fireworks. But we think something fun could be done over Zoom. Ask families to light a bonfire at a set time, and then use a phone to beam video footage of their family by the fire into a zoom call. Hopefully it will look a bit like a sea of torches at concerts - how many bonfires can you get into one Zoom call? We'd love to see a screenshot!

DIWALI FESTIVAL CELEBRATION

Painting of pots, dyas lamps and lanterns. Bollywood dance routines recorded TIK TOK style. Recipes and playlists shared in advance. Zoom event held on the day to watch final dance production and compare notes about the delights of South Asian cooking.

QUIZ NIGHT

You can't go wrong with a Quiz - and lots have been run virtually successfully. These can be a lot of fun. Either just for the adults or a family quiz. Check out Classlist's quiz available to download. <https://get.classlist.com/quizpack/>

INDOOR SCAVENGER HUNT

Have families dashing around their homes to find weird and wonderful items on the hunt list. This event can be on Zoom, with families using a phone whilst taking part.

Don't miss out on singing!

Get vocal



CHRISTMAS CAROLS SING ALONG

Singing is one of life's pleasures but is definitely not on the agenda at some schools this term. There is nothing to stop families having a good singalong at home however. This is an opportunity to bring your community together. Ask a music teacher if they could play the piano or a backing tape and lead families in some fun and spirited singing at home. Hopefully the staff will get in the spirit of things. You could ask them to decorate their 'set' to make it look Christmassy in the background. You could also have a Comperer if you want to make more of it.

Why not have a [Virtual Raffle Draw](#) in the interval? If you really want to go to town then pre-sell mince pies to families outside school for them to enjoy together during the Singalong.

LIVE CONCERT

Children love to perform. Well many do. Pupils can pre-record music they have been practising at home, which can be played out as a live concert. Youtube live or Facebook live can be used for this.

VIRTUAL DISCO

Discos are an all time favourite event. This year PTAs are arranging virtual discos by class. The playlist is shared in advance, flashing fairy lights put on and the volume turned up.

It can be easier if the pupils are playing the playlist of music at home, all starting at the same time, and dancing with the sound down on Zoom.

A Night at the Races

Have a flutter



“I’m so glad our Parents Association ran a virtual race night during Covid-19. It was important to show the parents that we are still here and it brought the community together again. It was tons of fun and our children loved it.” Oonah Buist, PA Treasurer, Magdalen College School.

VIRTUAL HORSE RACING

Some schools ran successful virtual events during the summer term to replace cancelled ones. [Here is an example.](#)

A fun filled evening for all the family, with a chance to win some money with a flutter on the horses.

People place bets on the horses in 8 races, and then videos of 8 horse races are played out in your video call. There are real winnings to distribute to the people who bet on the winning horses, and money is raised for your PTA or chosen charity.

Families do not need to pay to take part and can just watch for fun, but we expect you will raise some money with this event.

This event is simple to run and a hit with all the family.

You download footage of 8 races and commentaries (£20) - various options.

Use Classlist paid events to sell sponsorship & names of your 8 races, and the names and ownership of the horses in advance. Then use Classlist to sell bets on the day before your event starts.

For detailed info on running your event see our [Help Guide](#).

We recommend you find one or two presenters, to introduce and chat between the races, say what the winnings are etc. Do some audience participation too.

And you’ll need someone to work out the winnings (calculation sheet provided). Winnings can be re-distributed using refunds.

The whole event will last an hour or so because there are 8 races of 5 minutes.

Use a Youtube Live or Zoom call in Presenter mode to show your races.

Food & drink bring us together

Don't miss out



VIRTUAL WINE & CHEESE

Some schools run successful wine tasting or 'Wine Bluff' events every year. Whilst it won't be quite the same over video, parents may still be pleased to have the opportunity to have a virtual version!

Source miniature bottles of wine (like on airlines). Aim for 6 different types. Ideally participants will be in pairs to make the size and costing right.

If allowed in your area, parents could go to another home to combine in a group of 4. Parents pay in advance and pick up their wine at the school gate.

During the event you can have a wine expert talking through the wines being tasted.

Or the fun 'Wine Bluff' version is to have 3 people offer alternative sets of tasting notes for each wine, only one of which is correct. (Wine shops will help you by giving 2 plausible alternatives for each of your real wines).

Ask 3 members of staff or the PTA who are funny and good at presenting to present the 3 alternative sets of wine notes. They can add their own amusing spin. You can even ask the presenters to adopt personas for the evening such as 'French wine expert', 'Boy on year off'.

Parents record their guesses.

An alternative is Gin Tasting.

Making the most of online

Make new friends



VIRTUAL COFFEE CATCH-UPS

On the school run we're all missing the opportunity to have more than a socially distanced chat in the cold or through the car window. A relaxed chat over a video call is the next best thing at the moment! Either a Virtual 1-1 or a group coffee morning.

Classbudi is a small group video or 1-1 chat for new families to help meet each other. It puts your online event guests into video rooms of 4 automatically, and you can switch around anytime. 4 is an easier number to chat with online than a larger group!

VIRTUAL BALLOON RACE

Children sell virtual balloons to friends and family. These are all 'released' together using balloon race software, and they are tracked following real weather patterns to see which balloon travels the furthest in a week. Remember to share daily updates with parents via Classlist as to whose balloon is in front! There are various providers of virtual balloon races online. It's a good fundraiser for schools, as you can sell the 'balloons' for £3 or more.

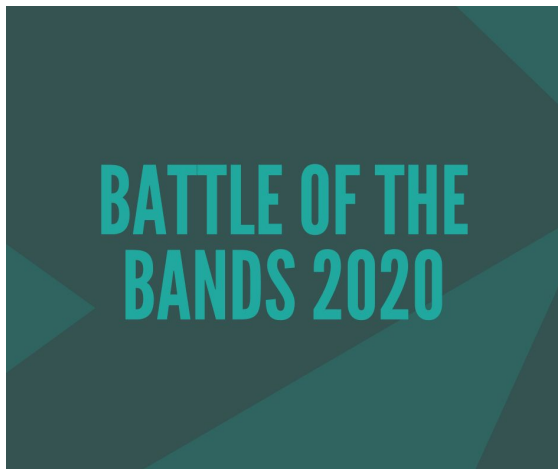
WHICH VIDEO PLATFORM?

Youtube and Facebook Live are the most popular for live streaming. Use OBS if mixing in live elements to a streaming event. Allowing guests to comment during a streamed event brings in audience participation and interaction. Zoom is good for events that involve participation. Depending on numbers and length of event you may need a paid Zoom account.

Section 3:

Online exhibitions and competitions

Online shows and bake-offs



BATTLE OF THE BANDS

Battle of the Bands - A super fun event for participants and audiences. Arrange for family / sibling bands to pre-record their entries. Final voting and judging is carried out with an anonymous poll, live online.

ART EXHIBITION

Artists take photos of their work and these are displayed on an online gallery. Everyone can enjoy the artwork, viewing it online. Artwork from a local artist could be auctioned by bids from parents. In advance art materials could be sold and sent home with children.

CLASS ART PROJECT AUCTION

Get each class to make a collaborative art project. Make prints that you can sell to parents in the class, and hold an auction where each artwork is auctioned off to the highest bidder. These projects can range from thumb print art from younger children to a group mosaic by older classes.

VIRTUAL BAKE OFF

Most of us enjoy eating cake. So how about a class bake off? PTAs create a pre-recorded video of the brief or share one of your favourite chefs recipes in a short video. Entrants share a photo of their cake and bid on their favourite looking cake (excluding their own). Unfortunately you can't taste all the cakes, but you do get to enjoy your child's culinary creation.

Run your own lottery or raffle

And make money



50:50 CLUB

Set up a 50/50 club, an in-house lottery. The objective is to give parents the possibility of winning one of your ten monthly cash prizes whilst raising funds for the school at the same time. Eg Subscription to the 50/50 club is £20 per year per number. There will be 10 draws per academic year.

If you sell 100 numbers you will generate £2,000. 50% (£1,000) of this is returned in prizes (£100 to the winner of each of the 10 monthly draws) and the other half will go to PTA school projects. With fewer members the prize money will reduce proportionally, likewise with more than 100 members the prize money will increase proportionally. The winning number will be generated using a random number generator app in the school office and you will announce the lucky winner via Classlist every month.

RAFFLES

Ask local businesses if they can provide some raffle prizes - some will be happy to give on in return for being promoted to your parents.

To collect money, you can sell tickets on Classlis, each of which gives the purchaser the right to a raffle ticket. NB You still need to comply with your local laws on raffle.

Section 4:

Selling online and getting donations

Selling items online

Go cashless



BE CREATIVE

Think of things that families will be spending money on anyway, and whether your PTA can bulk buy those and take a cut.

Classlist is being used widely for selling tickets, booking time slots and selling gifts and add-ons. Wix, Weebly and Shopify are being used for more sophisticated e-commerce.

Classlist's payment system can be used to collect all the buyer info you need, take payment, and instantly provides all the purchase details in one spreadsheet that you can send to the supplier as your order.

CHRISTMAS TREES

Find a local Christmas tree grower and negotiate good prices. Take advance orders for different sized trees from families using the Classlist payment system. You can also collect address info. Either arrange delivery by the farm direct, or hire a van and deliver the trees yourselves. You could have some fun dressing up as elves if feeling inclined.

CHRISTMAS PUDDINGS

You can buy these in bulk online and get them branded up with a label for your school. Divide up the delivery so you can safely get them sent to you by teachers.

CHRISTMAS WRAP & CARDS

Christmas wrap and cards. There are suppliers of beautiful gift wrap and cards who will give a cut to the PTA.

Get ready for Xmas

Go cashless



CHILDREN'S ART CHRISTMAS CARDS

Each child can do a design in class. There are numerous suppliers who will turn these into holiday cards for families to order. PTAs collected thousands of pounds of Christmas card orders from parents via Classlist last year, and the system did all the work of putting the order together. No more manual work to pull together the order.

FAMILY PHOTOS

Family photos - Arrange a photographer who is happy to take photos for free or a flat rate if they can make money from any photos ordered by families. Sell outdoor sessions to families eg £15 for 15 minutes. There is no obligation for families to buy photos but many will if they have bothered to turn up.

PORTRAIT TEA TOWELS

Arrange to print some portrait tea towels with a face of each child. Give each teacher an envelope of small squares of paper for all the children to draw their face on. Collect orders and payment from parents. Tea towels are a good way of teaching children to help in the kitchen :-)

GINGERBREAD HOUSES

Everyone loves a gingerbread house at Christmas! Whether you want to ask artistic parents to make some for you to sell, or to run a competition amongst the children, gingerbread will get everyone in the Christmas spirit.

Presents for Mum & Dad

Kids love choosing



CHILDREN'S XMAS SHOPPING

Host a COVID-friendly Christmas shopping experience for the children.

Select a choice of a few gifts that the children can choose from to give to their parents and grandparents. (Just have 3-5 options of gifts in total. Some children won't be able to decide quickly if there are lots of choices!) The gifts can be set up on a table in the school entrance for the children to visit by class. If the PTA aren't allowed into school it could be placed outside somewhere where the children will feel the parents haven't seen the presents.

Parents pre-pay on Classlist to purchase tickets for each recipient for whom they would like their child to buy a gift. Set a fixed price for all presents to make this easy. If parents have multiple children remind them to purchase enough tickets for each child to pick presents.

In the ticket notes section, parents can write the message to appear on the gift tag - "To Granny, Merry Christmas! Love, Henry".

Once orders are taken from the pupils the PTA can buy the gifts and wrap them. Ask a member of staff to deliver them to each class room in a box this year as you won't be allowed in.

Don't be afraid to ask!

Name your cause



DONATIONS

It can be hard to ask parents to donate money directly, but if you can get your families motivated around a cause, that makes it easier. So have a think about what is a motivating cause that benefits the pupils. Get details of how the donation would be used. Ask some pupils how this donation would make a difference to them and write up a brochure. Then send the fundraising brochure to parents and ask them to donate...

HAVE A WISHLIST

Have a wishlist from school - it is helpful if parents know what you are raising money for. Run appeals for certain items once a month.

Section 5:

What is Classlist?

What is Classlist?



AWARD-WINNING APP

Classlist's FREE app is the most popular event and community management tool used by UK PTAs. It really helps during Covid, letting parents connect with everybody in their school community on Classlist's 'virtual school gate'.

Our all-in-one award-winning free app enables:-

A COMMUNITY OF PARENTS

A safe, inclusive online community - all your parents together in one easy to use app; fabulous for new families who may feel a bit lost. Includes groups for classes and years, with unlimited groups for PTA volunteers and other parent interest groups too.

BESPOKE EVENT TOOLS

PTAs can set up an event; issue e-tickets and collect payments and donations; get RSVPs; add special requirements and sign up volunteers to help. Classlist has the lowest transaction fees of any equivalent platform.

NEW VIRTUAL COFFEE FEATURE

A brand new video chat feature letting new parents introduce themselves in small groups in a managed, respectful way.

Classbudi is a small group video or 1-1 chat for new and existing families to help meet each other. It puts your online event guests into video rooms of 4 automatically, and you can switch around anytime.

Hear what others say

About Classlist

"Our new Head is super impressed with the PTA's use of your app! Over lockdown we've run virtual events for our families, and we're using Classlist to communicate and sell the tickets. That has been very successful"

**Katie Webster, PTA Chair,
Wandsworth Prep**

TESTIMONIALS

"Classlist has been invaluable during lockdown. It has been such a useful tool. We would have struggled keeping in contact with the parents without Classlist!"
Cheryl, PTA Chair, Longstone Primary
Edinburgh

"Parents often tell me they feel isolated if they can't get to the school in person but Classlist has brought them back into the school community". Jude Mills, Class Rep at Newnham Croft Primary, Cambridge

"Classlist has fundamentally transformed our PTA's ability to organise events, fundraise and communicate. It is far more than simply a super communication tool for our parents." Richard Murray, Head Teacher at Christ Church Cathedral School, Oxford

"Classlist is working brilliantly for us. We have found it really easy to sell event tickets. Parents tell me they feel more part of the community." Suzanne McGillivray, PSA, Kingston Grammar School

"It is working amazingly. I introduced Classlist in September and it has made life so much easier for us. I can't fault the app. We used to have a Facebook page, Whatsapp groups and email lists. Classlist has brought it all into one place. It has changed our way of communicating, our way of doing things." Zarifa Dewey, Chair of St Aidan's School Association

Classlist Quick Start Guide

Classlist is the parent app that brings you into the heart of your school community.

Here are 9 things you can do on the Classlist app to get you started!

Reps & Admins: click **Switch to Admin** here to go to your Admin screens: Create an **Announcement** to send a message of any length. Post to multiple groups. Manage members. Admins should create events here to benefit from extra **Event** features

1

Write a **post** to ask the parents in your child's class a question, share information or start a conversation

2

Your Home Page shows all your **groups** for easy access. You'll see relevant posts for you in your **Activity Feed**: from your class, your year group, special interest groups you've joined or whole school announcements

3

See what school, PTA and social **Events** are coming up for you and your child. Arrange **parties**, buy tickets, volunteer to help

4

View up-to-date class lists & **contact details** here. See who's who in your child's class. Put a face to a name! See who lives near you on the **Parent Map**. Find a lift or car-share

5

See your a list of all your **notifications** here

6

Find items for sale, wanted items and Lost & Found in the **Marketplace**

7

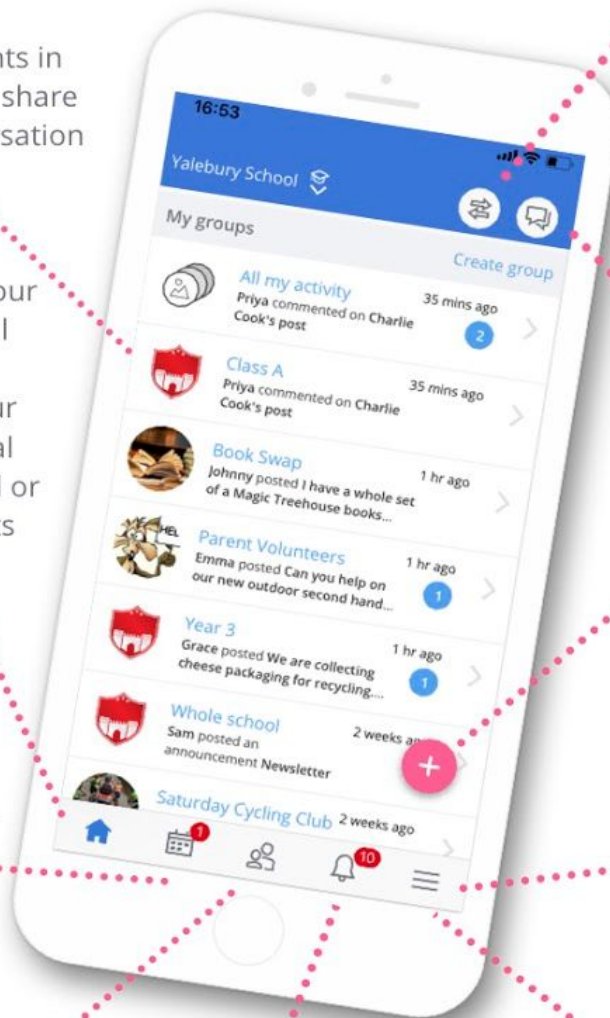
View and update your details in your **Profile**. Add or change your photo, edit your child's details & add family contacts. Adjust your privacy. Select app & email notification **settings**

8

Here's your **Create** shortcut menu. Post to your class group, organise a meet-up, set up a new interest group, message a parent or sell outgrown items

9

Send a direct **message** to other parents to make friends & arrangements



Is Classlist moderated?

Yes! This keeps our community friendly, welcoming and useful.

How much information do I need to share?

You're in control! You decide how much information to share and what notifications you want.

Is Classlist safe?

Yes! It's fully GDPR-compliant, private and secure.

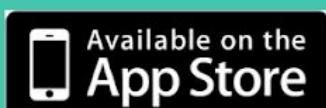


Classlist is completely free

It's easy to get started at [classlist.com](https://www.classlist.com) or by downloading the app.

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