

Tips for Hosting a Virtual Cocoa Stand



Just as now 11-year old Quinn Pruitt did, when he started his first Quinn's Cocoa \$4 the Cure stand four years ago, you can warm hands and hearts in your own community by creating your own virtual stand to support and raise money for the Angelman Syndrome Foundation.

1. If you haven't yet, sign up for the Cocoa \$4 The Cure Event by clicking [Here](#).
2. Share your Cocoa \$4 The Cure Fundraising Page on social media and email your friends and family asking them to donate. (Fundraisers who email and share on social media raise on average \$400 more than those who do not).
3. Ask your friends to enjoy a cup of hot cocoa in honor of all individuals with AS on the day of your virtual stand--you could even set a specific time on Zoom or as a safe socially-distanced drive by to all lift your mugs together.
4. Host a Facebook Live Event on Facebook or Instagram to warm hearts in real life and create additional opportunities to direct your family's social community to your fundraising page in real time!

Virtual Cocoa Event Ideas

When you're trying to put together a virtual event, the only limit is your imagination. If you're looking for some ideas to get you started, we've got you covered:

- **Show us your Chocolate or Whip Cream Face!** – Post a photo or video on social media of your chocolate/whipped cream face and hashtag #Cocoa4theCure. Challenge at least three people to do the same. Ask them to donate at least \$4 to your effort and challenge 3 more people to do the same. Or tell them you will donate a certain amount if they complete your challenge to them. Ask them to nominate new participants. Platforms like Instagram, Tik Tok, and Facebook are great places to share your creativity!
- **Marshmallow Challenge:** How many marshmallows can you get on your cup of cocoa without spilling over! Post a photo or video on social media of your chocolate/whipped cream face and hashtag #Cocoa4theCure. Challenge at least three people to do the same. Ask them to donate at least \$4 to your effort and challenge 3 more people to do the same. Or tell them you will donate a certain amount if they complete your challenge to them. Ask them to nominate new participants. Platforms like Instagram, Tik Tok, and Facebook are great places to share your creativity!
- **Cocoa and a movie Virtual Watch Party** – Using a free service like Kast or Netflix Party, invite friends and family to watch a movie from wherever they are. The highest donation can pick the flick!

How to Collect Virtual Donations

- Set up your fundraising page online using this link (insert link). Supporters can donate directly to your page, or to you via cash apps like Venmo. Share your page via email and social media and watch the donations pour in!
 - Create a Facebook Event and/or a Facebook fundraiser and watch more donations pour in!
 - Use the Cocoa Text-to-Give number in your communications. Instruct people to text the word **Cocoa** to **44321** and follow the prompts!
-

Tips for Holding Your Virtual Event

1. Invite friends and family to donate to your event page by emailing and sharing on social media.
2. Ask everyone to enjoy a cup of hot cocoa on the day/week of your "event." (such as IAD). You could even suggest everyone do it at the same time, take pictures and flood social media with photos!
3. Encourage them to share photos on social media with the **hashtag #Cocoa4theCure** and ask them to **tag you, @quinnscocoaforthecure and @AngelmanSyndromeFoundation** as well.
4. Email and social post a thank you message to everyone who supported you. Also a good way to let folks who didn't yet donate that it is not too late to be a part of your cause 😊
5. Feel good about helping us change the lives of individuals with AS. We are very proud of you!
6. Most importantly, have fun. As Quinn says, "what makes us different is what makes each of us special, just like Emma." We thank you for sharing your special kindness with our community!



**FAMILIES. RESEARCH.
CLINICS. COMMUNITY.**
WITH YOU FOR THE JOURNEY.