

Virtual Pop-Up Giving Circle: An Explainer

Virtual Pop-Up Giving Circles are a great way to build connections, explore values, learn about giving, and feel empowered by making a collective gift—all without leaving home. At the end of the virtual experience, you'll have learned more about the people in the group, explored your own values and giving habits, learned some philanthropic best practices, gotten to know some new organizations, and made a collective donation!

Amplifier's Virtual Pop-Up Giving Circle [Facilitation Guide](#) walks you through each part of the program, and the [Participant Workbook](#) allows everyone on the call to follow along and participate. It's as simple as the steps below!

Here's what to do in advance of the Virtual Pop-Up Giving Circle:

- **Figure out who will be on the video call, and invite them!** Is this for friends, family, colleagues, alumni, a Facebook group? Make sure your invitations explain what a Pop-Up Giving Circle is, whether you're expecting them to contribute money to the collective gift, and how they should do so.
- **Determine how much you are asking everyone to give** (it can be a fixed amount or a suggested minimum), and how you will collect the money. Be sure to let participants know this information in advance.
- **Pick a video conferencing platform** (we recommend [Zoom](#)), and test any features you'll use, such as breakout rooms, polls, and the chat box. If breakout rooms and polling are not an option, you can still host a virtual pop-up for a smaller group.
- **Identify a handful of organizations** participants will be choosing from.
- **Prepare information about each organization** for participants to review. This can include pages from the organizations' websites, press regarding their work, and more. Make sure you provide the same quality of information for each organization.

Here's what the pop-up actually looks like:

See the [Facilitation Guide](#) for step by step instructions.

