

Let's have a VIRTUAL MASTERCLASS!



Whether it be something creative like songwriting or perhaps a little more technical like marketing, there are many skills you can share and teach others through your very own Virtual Masterclass. So find your niche, gauge the interest of friends and family, and get teaching! Don't want to teach yourself but know an expert who could? Why not arrange the event and get a speaker instead.

To Do:

1. Decide what kind of Masterclass to run – this is best done by gauging the interest of those around you on what kind of class they would attend. If you don't want to present yourself, reach out to industry experts and see if they would present one instead. The important bit is to ensure that you are choosing a topic that you can present to a good standard and leave those attending with some newly learned skills.
2. Decide what date the class will run so you can plan out your preparation deadlines.
3. Setup a fundraising page.
4. Publish a date and time for the class and how much it will be to attend and how people can make their donations and secure a place.
5. Check donations and send the Masterclass streaming links to those attending. You can stream live through Facebook, Instagram or Youtube, alternatively you can do a video conference.
6. Prepare for your class:
 - a. Do a test run to ensure you have all the equipment you will need. You can also prepare a follow along sheet of the equipment and methods to share digitally with your attendees before the event. For example if you are running a painting class let attendees know how much or what kind of paper, paintbrushes and paint they will need to take part.
 - b. Ensure that you have a good stand for your streaming device (phone, tablet or camera) and that all your actions can be seen on screen.
 - c. Do a test run on using your chosen streaming service to be comfortable with how things will look on screen and how to interact with the chat stream if you will be using it. Get a friend to watch and give you feedback on how to improve.
7. Send out a reminder and link to your attendees the day before your class.
8. Host your class! Have fun and don't forget to share any finished project images on your fundraising or social media pages.

9. Remember to thank your attendees and if you are hosting another class ask for feedback on how to improve it. Also let them know how much they raised when you end your fundraising.
10. Report your final fundraising total to your ADRA Agent.

Resources*

Planning

- [Setup a Fundraising Page](#)
- [Virtual Masterclass Script and Tips](#)
- [Virtual Masterclass Invitation](#)

Video Conferencing Systems

- [Zoom](#)
- [Skype](#)
- [Google Hangouts](#)
- [Facetime](#)

Social Media Streaming:

- [Facebook](#)
- [Instagram](#)
- [Twitch](#)

Masterclass Topic Ideas

- Songwriting
- Painting
 - Watercolour
 - Acrylics
 - Gouache
- Photography
- Social Media Skills
- Writing
- Card Making
- Cooking
- Fitness
- Starting a new business
- Marketing
- Gardening
- Podcasting
- Recording/Editing Music
- Communication
 - Public speaking
- Mechanics
 - Changing a car tyre
 - Changing oil
 - Changing car lights
- Carpentry

*Please note that some resources may link to external sites or providers. These are merely suggestions to help you plan and run your event and is in no way endorsed by ADRA-UK. Please ensure that you surf the web safely and read any terms and conditions before using other services online.

An Example of How to Run a VIRTUAL COOKING CLASS!

With so many pictures of food posted online, it's not a big leap to offer a cooking class to your network of friends and family. (How about Facebook Live?) Put on an apron and channel your inner Chef, or perhaps switch to a new head chef every day or week for a fresh kitchen and dish. Set up a fundraising page and gather donations from all those participating. Alternately, consider recruiting a local chef to teach to support both charity and a local business. Offer tiered donation levels for watching the class, various take-out dishes, gift cards, etc.

To Do:

1. Gauge the interest of those around you on what kind of cooking they would be interested in and what dates or times would work for a lesson.
2. Setup a fundraising page.
3. Decide how many classes and which dishes you will teach.
4. Publish a date and time for the cooking class and how much it will be to attend.
5. Check donations and send the cooking class streaming link. You can stream live through Facebook, Instagram or Youtube, alternatively you can do a video conference.
6. Prepare for your class:
 - a. Do a test run of your recipe to make sure you know what ingredients and equipment you will need. You can also prepare a follow along sheet of the ingredients, equipment and methods to share digitally with your attendees before the event.
 - b. Ensure that you have a good stand for your streaming device (phone, tablet or camera) and that all your actions can be seen on screen.
 - c. Do a test run on using your chosen streaming service to be comfortable with how things will look on screen and how to interact with the chat stream if you will be using it.
7. Send out a reminder and link to your attendees the day before your class.
8. Host your cooking class! Have fun and don't forget to try your finished product!
9. Remember to thank your attendees and if you are hosting another class ask for feedback on how to improve it. Also let them know how much they raised when you end your fundraising.
10. Report your final fundraising total to your ADRA Agent.