



Producing Effective Fundraising Events:

Live/Hybrid/Virtual - Adapting On The Fly?

Darren Port, Founder/CEO of Powered by Professionals



Powered by Professionals

Who We Are



How can we help your mission?

Live, Hybrid, or Virtual:

Determine the Purpose(s) of Your Fundraising Event

- Raise money to fund your organization's mission
- Increase awareness of your organization and the work you do
- Attract new donors
- Cultivate relationships with existing donors
- Honor individuals from the community your organization serves
- Recognize individuals who have been instrumental in helping your organization fulfill its mission
- Activate your board members and other key volunteers

Live, Hybrid, or Virtual: Pros of a Live Event

- ✓ **Traditional Experience:** Your donors get what they tend to expect when attending a fundraising event - socializing with friends, enjoying food and drinks, and watching live entertainment.
- ✓ **Building Relationships:** Live events are a great way to cultivate relationships with new and existing donors by engaging with them at the event.
- ✓ **Live Fundraising:** Live appeals and live asks don't always translate as well in an online setting.



Live, Hybrid, or Virtual: Pros of a Virtual Event

- ✓ **Increased Reach & Attendance:** Virtual events allow you to increase your reach and capture more attendees.
- ✓ **Easily Accessible:** Virtual events tend to have a lower ticket price, allowing more donors to attend.
- ✓ **Lower Costs:** If you start planning far enough in advance, you might incur less costs than you would with a live event.
- ✓ **Reusable Content:** Much of the content you create for a virtual event can be repurposed for post-event use.

A fundraising progress bar and donor list. The progress bar shows a goal of \$350,000 and a current amount raised of \$384,088. A small video window shows a man in a tuxedo speaking. To the right is a list of donors and their contribution amounts.

GOAL
\$350,000

RAISED
\$384,088

THANK YOU TO OUR 95 DONORS

- Della Rosa Family Foundation \$5,000
- Duncan, Galloway, Egan, Greenwald PLLC \$5,000
- Fenwick & West LLP \$10,000
- FJC \$10,000
- Hillenbrand Family Foundation \$15,000
- HUB Northeast International \$10,000
- Kirkland & Ellis LLP \$15,000
- Littler \$1,000
- Mainline RTP \$15,000
- NetApp \$5,000

2021 INNOVATIVE LEARNING AWARDS

Text **2021ILA** to **41444**

@PowerMyLearning

Live, Hybrid, or Virtual: Pros of a Hybrid Event

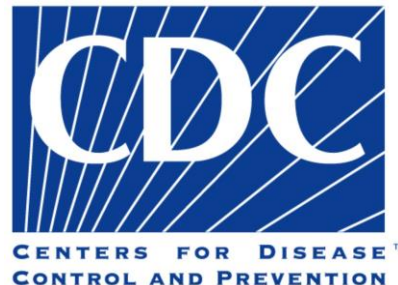
- ✓ **Increased Reach & Attendance:** Like virtual events, hybrid events allow you to increase your reach and capture more attendees.
- ✓ **Flexibility:** Hybrid events allow your donors to participate in a way they are most comfortable with.
- ✓ **Increased Engagement:** Hybrid events open up a great deal of opportunities to increase engagement, both during and after the event itself.



Live, Hybrid, or Virtual:

Things to Consider: Current State of COVID-19 Pandemic

- Current recommendations from the **Centers for Disease Control and Prevention (CDC)**:
 - The CDC advises that both vaccinated and unvaccinated individuals should wear masks in public indoor settings in areas of substantial or high transmission.
 - The CDC continues to recommend avoiding large events and gatherings.
 - “Large gatherings bring together many people from multiple households in a private or public space. Large gatherings are often planned events with a large number of guests and invitations. They sometimes involve lodging, event staff, security, tickets, and long-distance travel. CDC’s large events guidance might apply to events such as conferences, trade shows, sporting events, festivals, concerts, or large weddings and parties.”
 - The CDC encourages event planners to work with state and local health officials to implement this guidance.



Live, Hybrid, or Virtual: Things to Consider: Current State of COVID-19 Pandemic

- Current guidance from **New York State**:
 - As of May 19th, the State's social gathering limits are **250 attendees indoors** and **500 attendees outdoors**.
 - For events **under** the State's social gathering limit:
 - Up to you if you want to require proof of full vaccination status (through checking paper/digital vaccine cards or the honor system).
 - If you are checking vaccination status, fully vaccinated individuals do not need to wear masks or social distance while unvaccinated individuals must continue to wear masks and social distance.
 - If you are not checking vaccination status, all individuals must wear masks and social distance.
 - For events **over** the State's social gathering limit:
 - For indoor events, attendees over the age of four must present proof of vaccination status or a recent negative COVID-19 test.



Live, Hybrid, or Virtual:

Things to Consider: Event Venue and Audience

- Do you have existing contracts with your venue or any vendors and do they include an out clause?
 - Pushing back your event date
 - Holding over the deposit for next year's event
- What are your donors comfortable with?
 - Requiring vs. not requiring masks/proof of vaccination
 - Are you planning on serving food/drink?
 - Moving the event outdoors, if possible
- Who is your audience?
 - Are they immunocompromised and need to be extra careful?
 - What would your community reaction be to an in-person event during COVID-19?



Venue Contract



Event Audience

Live, Hybrid, or Virtual: Things to Consider: Cost

- **Cost**

- Venue and Catering Costs: \$30,000-\$150,000+
- Audio Visual: \$6,000-\$40,000+
- Décor / Displays / Signage: \$1,000-\$10,000+
- Vendors (Band, Photographer): \$500-\$10,000+
- Technology Platform: \$500-\$15,000
- Separate Auction Platform: \$500-\$2,600
- Engagement Activities: \$1,000-\$10,000 for talent or vendors
- Additional Video / Production Services: \$800-\$10,000
- Optional Food and Beverage: \$500-\$5000+



Live, Hybrid, or Virtual: Things to Consider: Risk

- Risk
 - What will you do if new COVID-19 regulations come out the week before your event?
 - What if your audience is hesitant to purchase tickets to an in-person event due to COVID-19?
 - Risk factors to consider from the CDC:
 - Number of COVID-19 cases in your community
 - Exposure during travel
 - Setting of the event - indoor vs. outdoor
 - Length of the event
 - Number and crowding of people at the event
 - Behavior of attendees during an event



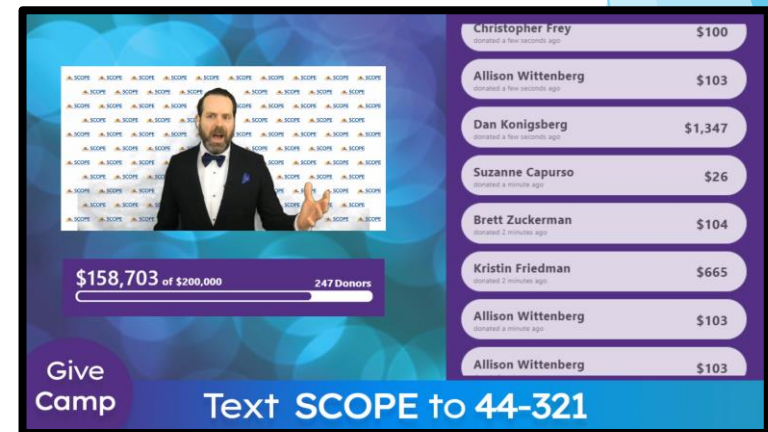
Live, Hybrid, or Virtual: Next Steps

- Where are you at now in your event planning process with your live, hybrid, or virtual event?
- What is your plan if you are not able to hold an in-person event because of new COVID-19 regulations?
 - Creating a back-up plan in advance
 - Planning for a hybrid event for an easier transition if necessary
 - Setting a deadline to make decisions about going virtual
- What is your deadline for finalizing your event format?

Producing a Successful Fundraising Event

Developing Your Fundraising Strategy: Text-2-Give & Live Appeal

- Incorporate a text-to-give campaign in your event through notifications, PowerPoint slides, a live ask and graphic overlays during the program.
 - “Don’t forget to text “GALA” to 5588 throughout the evening to make a donation!”
- This can be a great way to touch all participants both in the room and those virtually tuning in.
- Be sure to let donors know the impact of their gifts.
 - “A \$1000 Gift will help us provide...”
- Include a thermometer so people can see the money raised going up and inspire others to donate.



Producing a Successful Fundraising Event

Developing Your Fundraising Strategy: Text-2-Give & Live Appeal

Developing Your Fundraising Strategy Text-2-Give & Live Appeal



Producing a Successful Fundraising Event

Developing Your Fundraising Strategy: Sponsorship Opportunities

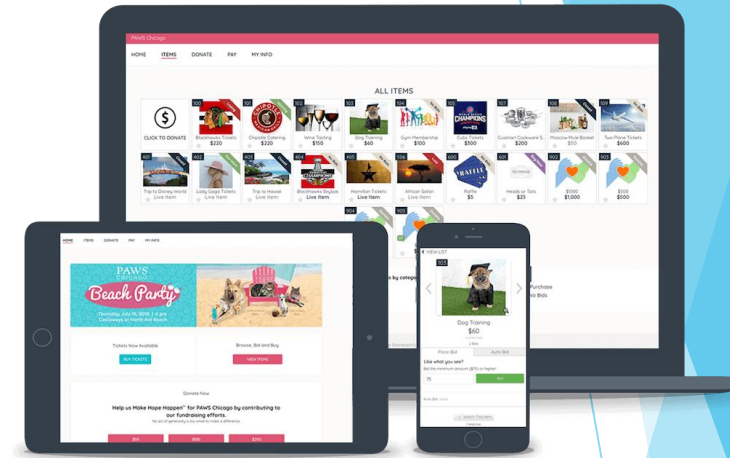
SPONSORSHIP OPPORTUNITIES					
Levels and Services	Presenting \$100,000	Research \$50,000	Hope \$25,000	Discovery \$15,000	Innovator \$10,000
Opportunity to have pre-recorded video message shown during the evening program	✓				
Virtual co-branded event step and repeat with company logo	✓				
Presentation of an award during evening program	✓	✓			
Opportunity to provide branded gifts	✓	✓			
Evening décor giftbox sent to home	✓	✓	✓		
Tickets & Catered Food Delivery (# of servings)	20	20	12	10	6

BRANDING & MARKETING OPPORTUNITIES					
Name/logo on event website	✓	✓	✓	✓	✓
Electronic invitation	✓	✓	✓	✓	✓
Sponsorship listed on all pre-event emails	✓	✓	✓	✓	✓
Name/logo displayed during evening program	✓	✓	✓	✓	✓
Branding an engagement session with your logo/listing	✓	✓	✓		
Inside front/back cover ad in digital journal**	✓	✓			
Full-page ad in digital journal**			✓	✓	✓
Inclusion in press release and social media mentions	✓	✓	✓	✓	

Producing a Successful Fundraising Event

Developing Your Fundraising Strategy: Auction & Raffle

- **Auction and/or Raffle:** Adds a fun interactive element to your hybrid event for ALL guests while also helping to raise more \$\$\$!
 - Auctions can go beyond the event timeframe and audience, opening it up to more participation and growing the revenue. Starting the auction a few days before the event will build excitement and closing the auction a day after the event will allow people more time to bid.
 - Consider adding an opt-in raffle. Registrants can opt-in to the raffle when signing-up for the event (just purchasing a ticket enters them to win an enticing prize).
 - Be sure to check your states regulations regarding raffles before offering one at your event.



Producing a Successful Fundraising Event

Developing Your Fundraising Strategy: Auction & Raffle



Producing a Successful Fundraising Event

Identifying Your Technology Partners: Event Platform

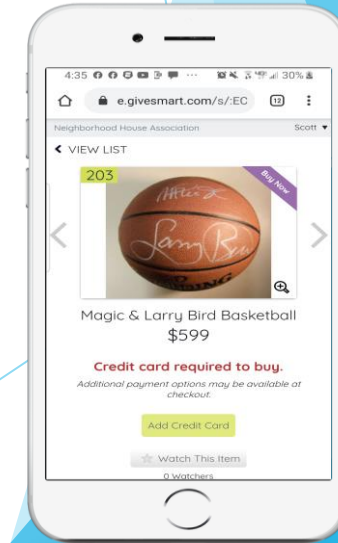
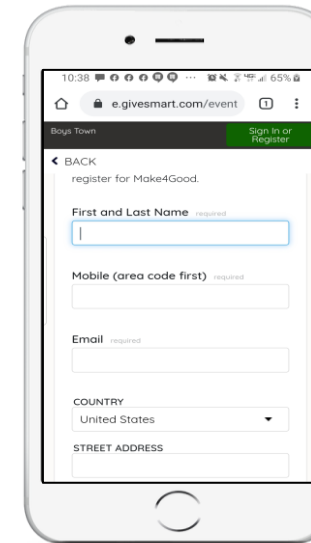
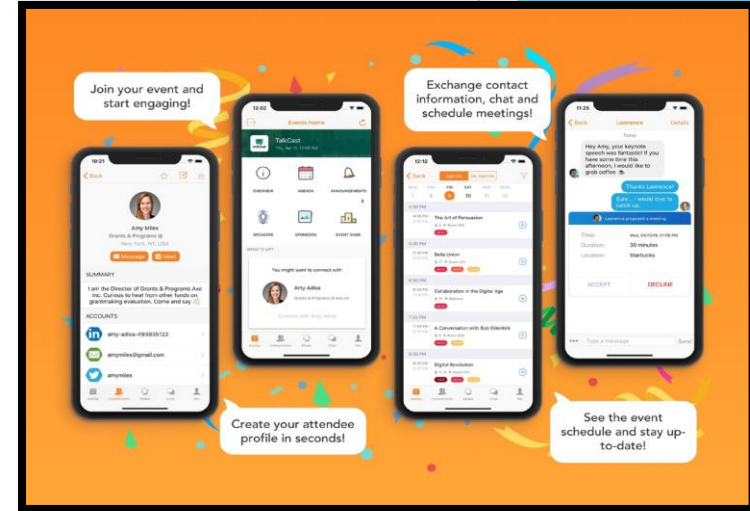
- Your event platform will help you engage with both live and online attendees.
- There are numerous platform options for your event. The platforms range with their capabilities, cost and event structure.
- **Elements to Consider:**
 - Customizable look and feel
 - Cross-platform capabilities
 - Interactive features - live feed, digital tables, chatrooms, networking
 - Ability to incorporate sponsorship branding
 - Registration process; platform integration
 - Streaming and video/recording capabilities
 - Technical support availability



Producing a Successful Fundraising Event

Identifying Your Technology Partners: Applications

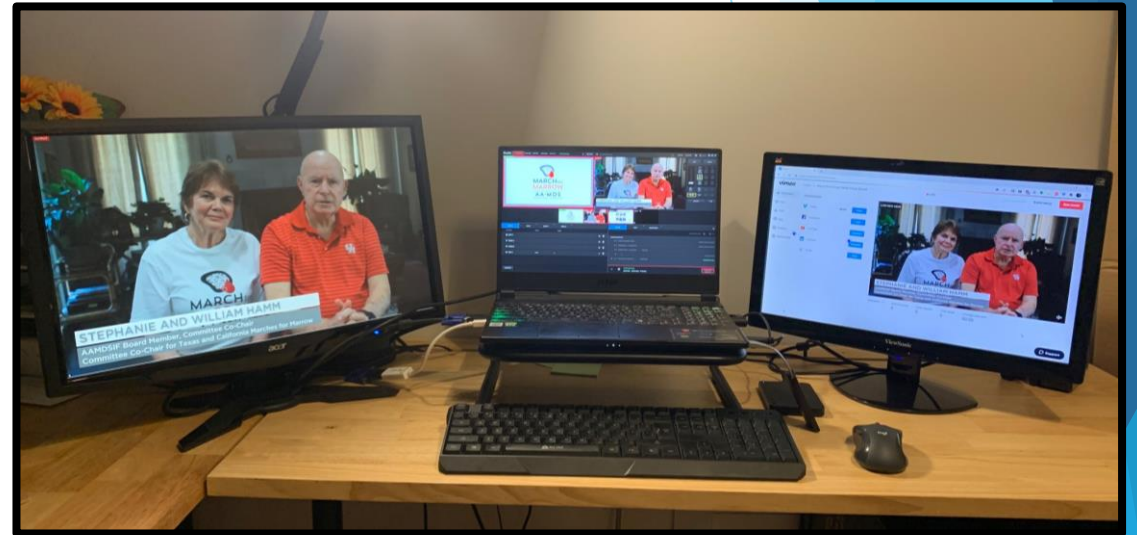
- **Event Platforms with Corresponding Apps:**
 - Allows people to join the event from a computer and phone concurrently.
 - Provides an easy way to follow along with the evening schedule and to receive event notifications to your phone.
 - Example: Cadence
- **Auction Platforms:**
 - Many auction platforms offer text2give capabilities for a live appeals as well.
 - These platforms are very mobile friendly allowing for guests to participate in auctions, raffles, and donating through their cell phone in addition to on a computer.
 - Texts messages can be sent out during the event to guests with event and auction updates.
 - Examples: Onecause, Givesmart, ClickBid



Producing a Successful Fundraising Event

Program Video & Streaming

- In addition to picking a tech platform, you will need to figure how you will stream the event program to any virtual attendees.
 - Will your program be live-streamed from the venue, pre-recorded content or a mixture of both?
 - How will you record any videos from honorees and other event participants?
 - How will you switch from the pre-recorded to live content at the venue as well as in your live-stream?
 - What are the venue's A/V capabilities?
 - How many cameras do you need at the venue?



Producing a Successful Fundraising Event

Event Entertainment: Virtual Examples

Producing a Successful Fundraising Event Entertainment



Producing a Successful Fundraising Event Strategic Planning: Thoughts for Consideration

- **Ways to Customize Your Overall Event**
 - Branding beyond standard event signage:
 - On PDF forms that we send out (ex: recipe pamphlet, know before you go)
 - Enhancing the digital journal
 - Visuals behind the speakers: use an organization branded virtual background
 - Interactive fundraising opportunities
- **Bottlenecks and Challenges**
 - Setting up and coordinating all the logistical components
 - Using too much technology / technical support
 - Making sure you have a plan and team in place to assist guests with technical support.
 - Keeping guests engaged and the run of show flowing
 - Shipping Items to Guests
 - Staying with-in your budget while essentially adding a second component to your event
 - Obtaining pre-recorded video and needed material from featured participants for your program



Poweredbyprofessionals.com
Darren@poweredbyprofessionals.com

1460 Broadway, 4th Floor
New York, NY 10036