

Level Up Your

VIRTUAL FUNDRAISER

Strategies to Reach Your Annual Event Goals

AGENDA



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Training Manager,
MobileCause

- **Successful Virtual Events in Action**
- **Key Insights for Future Virtual Events**
- **7 Strategies for Reaching Your Goals**
- **Messaging Methods that Broaden Reach**

POLL



Have you hosted a virtual fundraising event in 2020?

1. Yes, it was a success!
2. Yes, and we are ready to improve our results
3. No, but we are planning one
4. No, but we are thinking about it
5. No, we are hoping we don't need to

VIRTUAL EVENTS IN ACTION: COURAGE KENNY REHABILITATION INSTITUTE



About Courage Kenny Foundation

Advancing the mission and goals of the Courage Kenny Rehabilitation Institute by

- maximizing the quality of life for people of all ages and abilities
- delivering comprehensive, person-centered rehabilitation throughout life



Annual Celebration of Courage Event

In-person annual luncheon with program, lasting approximately 1 hour

- Historically raises \$100,000
- Free admission
- Patient success story video
- Ask made by a board member
- Pledge cards at tables




Celebration of Courage 2020

- Early May decided to take event virtual
- Partnered with MobileCause
- Requested attendees register for virtual event
- Table Hosts worked with registered attendees to confirm virtual participation
- Event program was similar to in-person event
- Follow-up messaging linked to our website

Thursday, June 25, 2020 at 12:00 p.m.

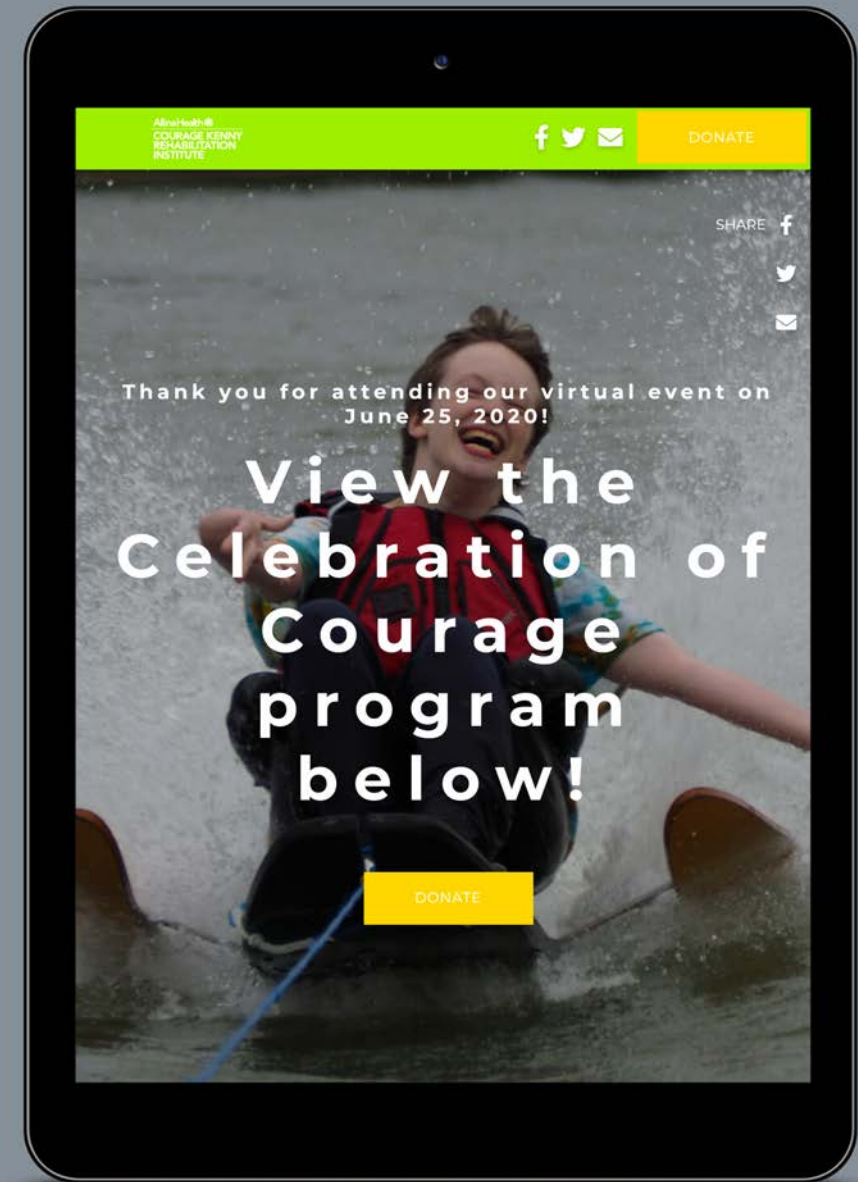
CELEBRATION OF
COURAGE
IS GOING VIRTUAL



Allina Health
COURAGE KENNY
REHABILITATION
INSTITUTE

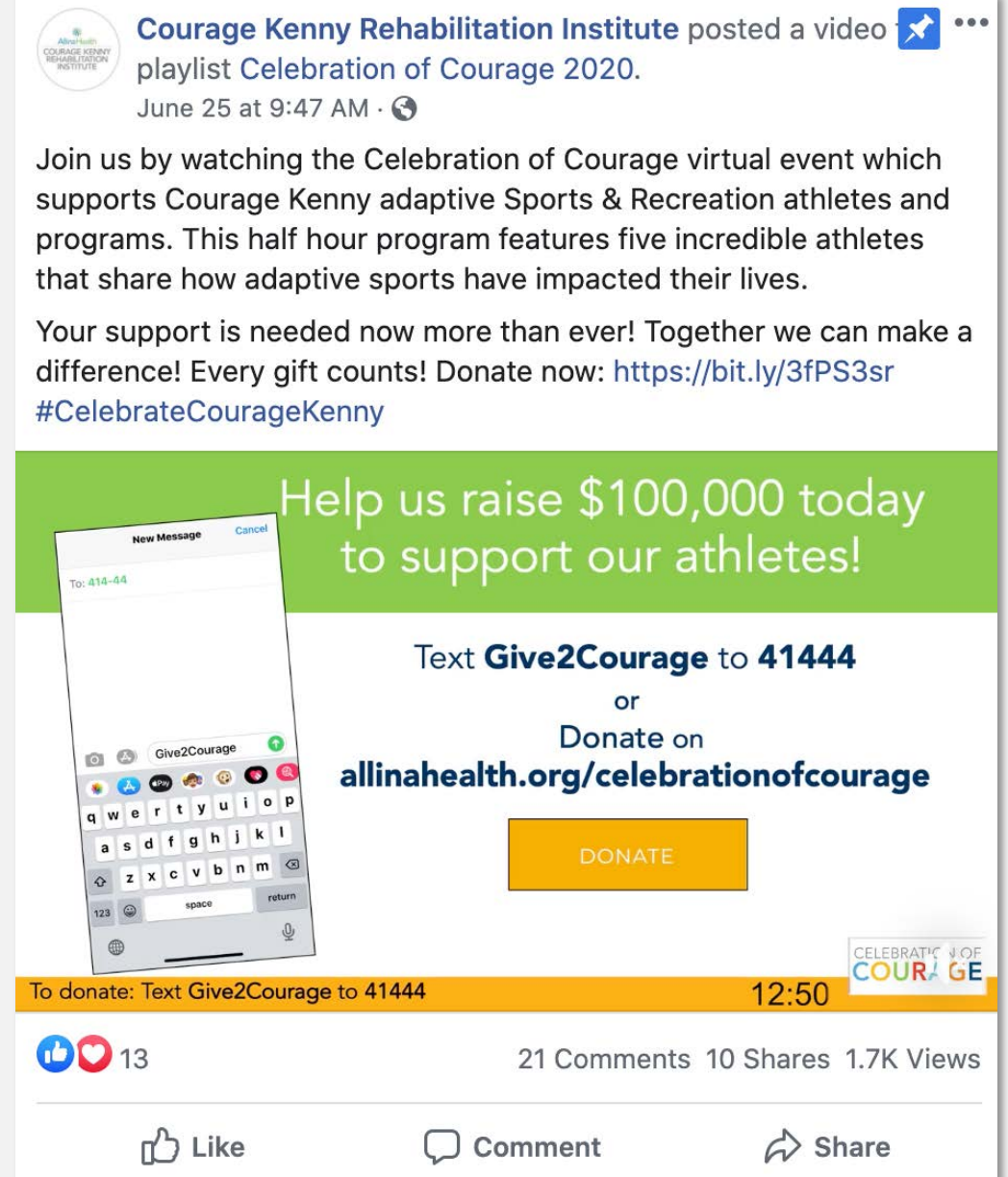
Event Program

- Speakers and emcee already booked for event
- Annual video on winter sports was already done
- Recorded presentations - in-studio and remote
- Production company edited videos together
- Pre Recorded and edited presentation to feel “live”
- Shown on Event Page, YouTube and Facebook Watch parties



Event Promotion

- Email
 - Initial date change
 - New format
- Postcard
- Social posts promoted attending and how to give
- Special communications targeted to Table Hosts
- Text messages



Courage Kenny Rehabilitation Institute posted a video playlist **Celebration of Courage 2020**.
June 25 at 9:47 AM · 🌐

Join us by watching the Celebration of Courage virtual event which supports Courage Kenny adaptive Sports & Recreation athletes and programs. This half hour program features five incredible athletes that share how adaptive sports have impacted their lives.

Your support is needed now more than ever! Together we can make a difference! Every gift counts! Donate now: <https://bit.ly/3fPS3sr>
[#CelebrateCourageKenny](#)

Help us raise \$100,000 today to support our athletes!

Text **Give2Courage** to **41444**
or
Donate on
allinahealth.org/celebrationofcourage

DONATE

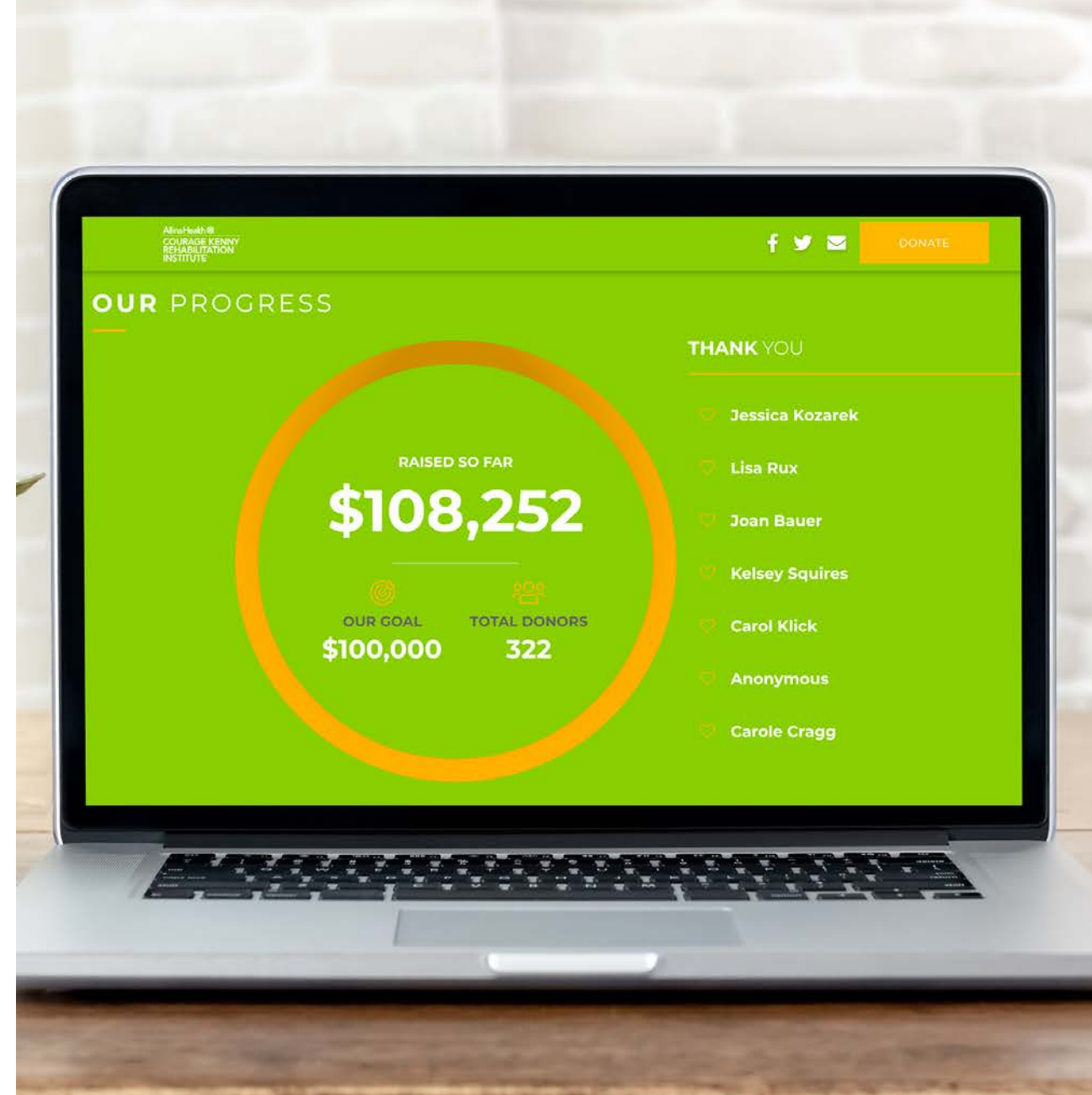
To donate: Text Give2Courage to 41444 12:50

13 21 Comments 10 Shares 1.7K Views

Like Comment Share

Event Results

- Raised over \$108,000, mostly during virtual event
- 324 donors plus 10 sponsor gifts
- 200+ day of viewers on YouTube
- Brought in new donors



Year-Over-Year Results

Total Amount Raised

- \$108,000 (down 9% from 2019)

Registered Attendance

- 442 (down 4% from 2018-2019 average registration)

Average Gift Size

- \$253 (down 4% from 2019)

Net Total Raised

- \$98,000 (up 11% from 2019)



VIRTUAL EVENTS IN ACTION: UNITARIAN UNIVERSALIST ASSOCIATION





About Unitarian Universalist Association

Equip congregations for vital ministries; train and credential leaders, both lay and professional; and amplify the power of our collective religious voice to advance UU values at the national and international level.

- 1,000+ member congregations
- Diverse and inclusive faith tradition
- Belief in the worth and dignity of each person, need for justice and compassion





Annual General Assembly Event

Decades-long annual national gathering with between 3,000-4,000 attendees

- Takes place in different city each year
- Combo of business meetings, with voting by delegates and educational sessions
- Several worship services, each collecting for a specific fund
- Previous events had virtual attendance but only for voting delegates
- Mobile app for attendees to follow schedule

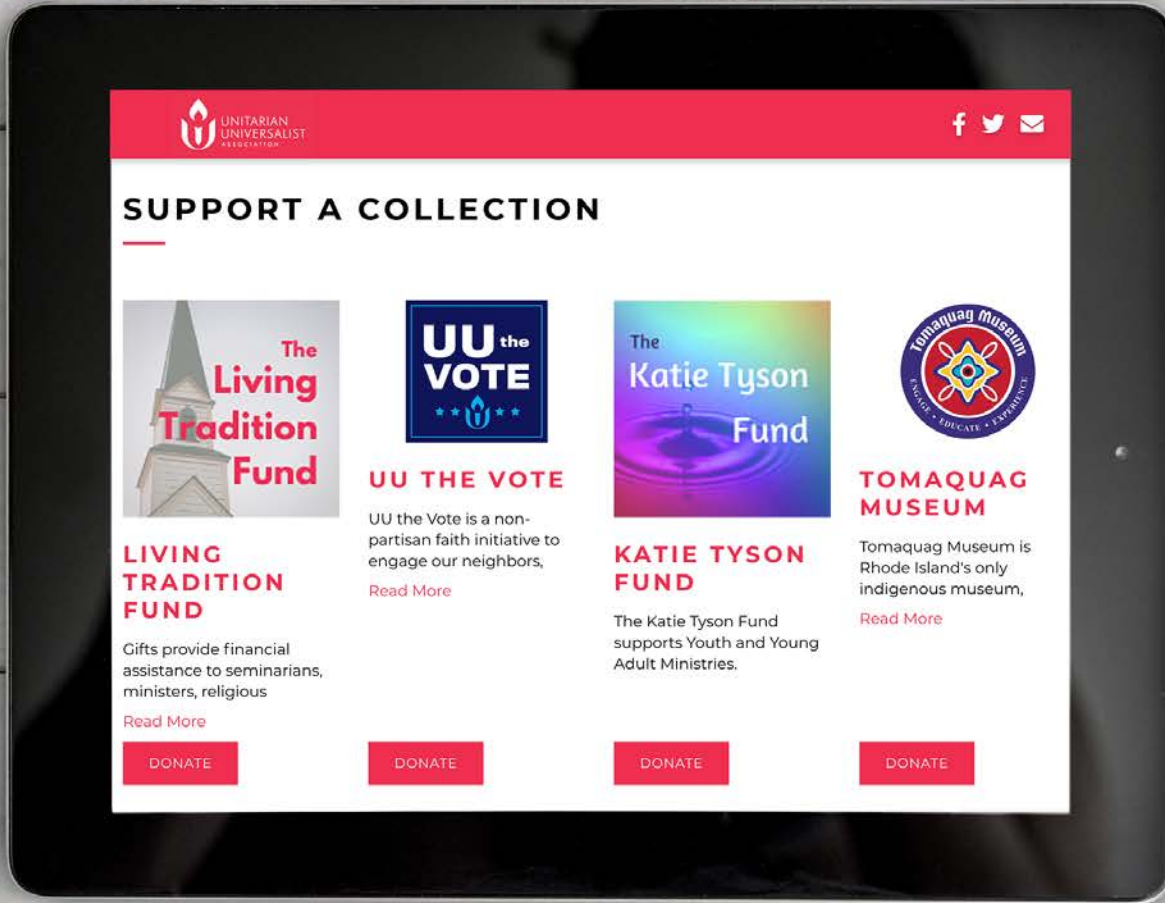
General Assembly 2020


- Kept dates, changed to virtual
- Event Page already built as centralized place for remote participants
- Lowered virtual registration to \$150 (from \$400 for in-person)
- Gave those already registered option to:
 - Convert full registration into offsite with refund for the difference
 - Have difference donated towards a fund



Event Program

- Livestream of 4 worship services aligned with a fund
- Unique text-to-donate keyword for each fund
- Series of slides showing different ways to give
- Streamed services on Event Page, YouTube and website



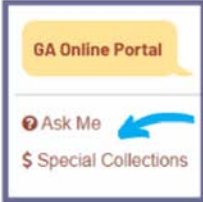


GA attendee,

Congratulations, you've made it through your first full day of General Assembly!

Yesterday we held the first two of four special collections taking place at GA. The third collection, for the **Katie Tyson Fund for Youth and Young Adult Ministries**, will take place during today's Synergy Bridging Worship, starting at 6:00pm Eastern.


The easiest way to participate in our collections is to click on **\$ Special Collections** in the lower left corner of the **GA Online Portal**. You can donate any time during GA, not just while a collection is happening.



If you're relying more on the **GA Mobile App**, you can find a link to our collections by selecting "More" in the app's menu bar at the bottom of your device's screen.


Finally, you can bookmark <https://bit.ly/uua-gacollections> and return to it as needed to donate.

377 gifts made so far




Donate

498 gifts made so far



Donate

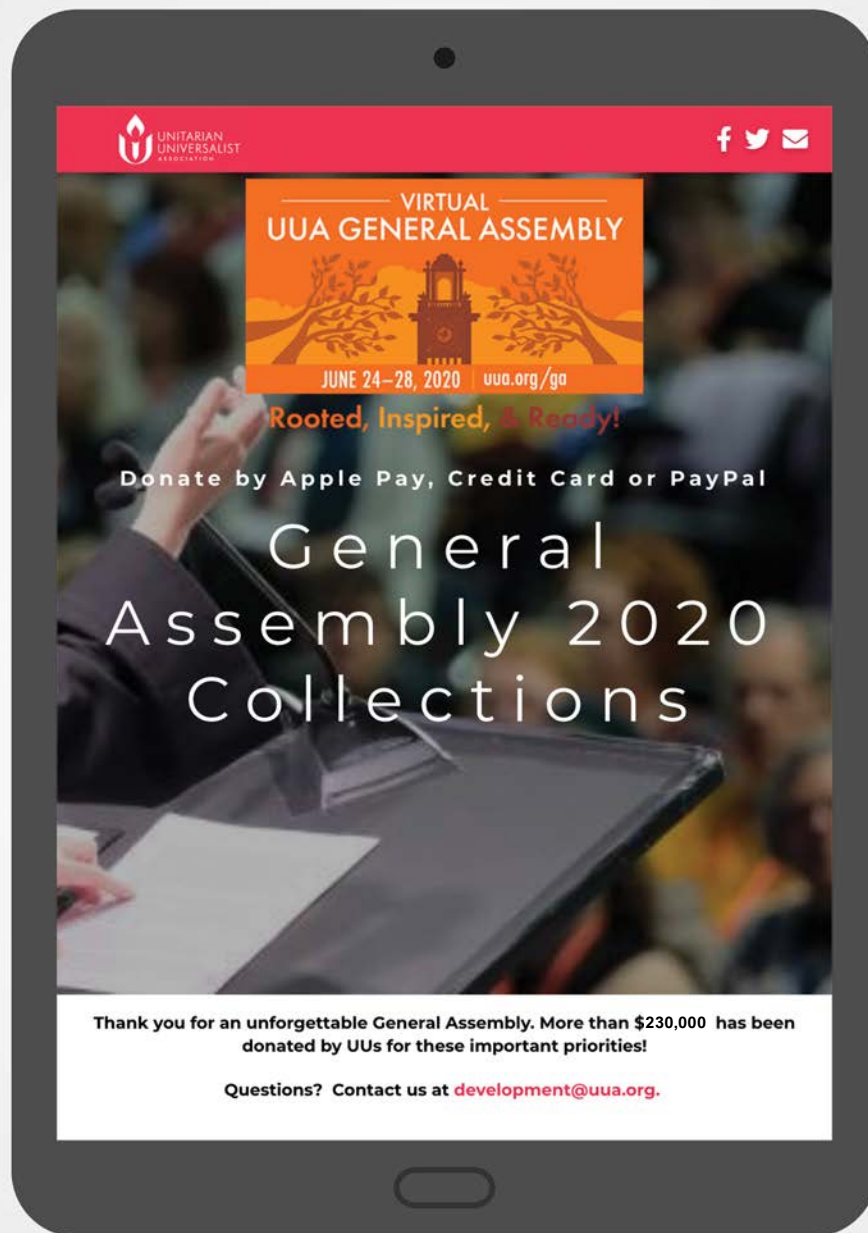
Today at 6:00pm ET



Donate

Event Promotion

- Heavily promoted event registration early on
- Promoted attendance on social media, but not giving
- Sent letter outlining all the ways to give
- Sent registrants 2-3 emails on how to give
- Promoted posts in mobile app for individual funds
- Sent two texts with links to giving
 - 12.6% CTR Saturday morning there is still time to give
 - 9% CTR post event thank you



Event Results

- 3rd highest attendance in GA history by registration
- Raised over \$230,000 in total, the most in the last 5 years
- Raised \$79,000 for the Tomaquag Museum from the Sunday collection alone

Now that we've seen how these nonprofits achieved, and exceeded, their goals, let's take a closer look at some other **ideas and strategies** that can take your virtual fundraiser to the next level!

LEVEL UP YOUR VIRTUAL FUNDRAISER: STRATEGIES TO REACH YOUR ANNUAL EVENT GOALS

Additional Examples of a Successful Virtual Event

Good Shepherd Rehabilitation: Gala in the Garden 2020

- Event changed from paid sit down dinner with no ask to free virtual event with different ways to give
 - Traditional presentation but recorded
 - Vote for Your Favorite PJ contest (fundraiser)
- Raised \$176,387
- Large influx of peer-to-peer and text-to-donate new donors



Additional Examples of a Successful Virtual Event

Genesis Community Health

- In-person dinner and meet and greet with HGTV's Boise Boys changed to livestream Q&A with gift card to national drive-thru restaurant
- Raised over \$35,000
- 73% increase in attendees
- Grossed more than their in-person dinner previous year



Additional Examples of a Successful Virtual Event

Believe Big

- Annual gala dinner pivoted to virtual fundraising gala
- Raised \$200,000+
- Doubled their previous in-person attendance
- Increased net total raised

For more examples of virtual fundraising events that met or exceeded their goals check out:

- [Creating Virtual Fundraisers that Entertain and Engage Donors](#)
- [Virtual Events](#)



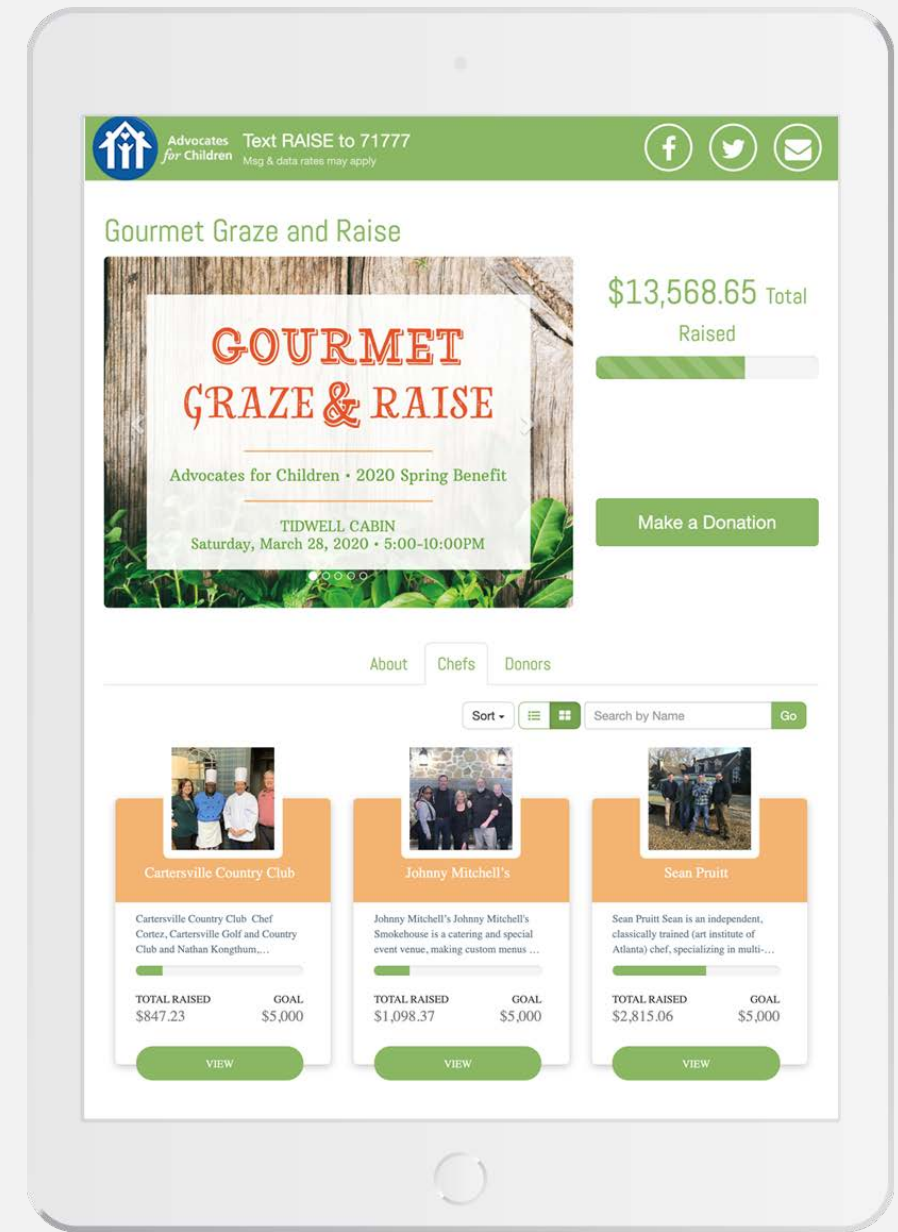


7 STRATEGIES FOR REACHING YOUR ANNUAL GOALS WITH VIRTUAL EVENTS

1. Creative Peer-to-Peer Fundraising

Fun ways to use P2P to engage supporters and boost fundraising total

- “Vote” by donation for favorite dancers, chef, dog, PJs, performance
- Encourage “Table Hosts” to fundraise and hold watch parties
- Get board and sponsors involved leading up to event
- Allow guests to submit entries to garner votes



2. Registration

Request guest to get a ticket or register for your virtual event

- Paid tickets boost fundraising and create exclusivity
- “Free” tickets help track registrants
- Offer free swag with tickets/registration
- Add option to donate on your ticket form
- Automate receipt with virtual event details

The image shows a tablet displaying a registration form for the 'Gourmet Graze and Raise Event'. At the top, there is a progress bar with three steps: 1. Tickets (highlighted in green), 2. Guests, and 3. Confirmation. Below the progress bar is a banner for the event, 'GOURMET GRAZE & RAISE', with a picture of food. The event title 'Gourmet Graze and Raise Event' is prominently displayed, followed by the date and time 'Saturday | March 28th | 05:00 PM (EDT)' and the location 'Tidwell Family Cabin & Grounds'. A paragraph describes the event: 'Gourmet Graze & Raise will feature local top chefs participating in a culinary competition. Each chef will prepare a sample size portion of a gourmet signature dish to be served and judged on the evening of Spring Benefit.' Below this, there is a section for 'Reservation for Spring Benefit' with a price of '\$175' and a note 'Reservation requires payment in full'. To the right of this section are minus, plus, and a '1' button to adjust the quantity. Underneath is the 'Contact information' section with fields for 'First Name' and 'Last Name'. Below that is the 'How would you like to pay?' section with a 'Card Number' field (showing 'XXXX XXXX XXXX XXXX') and logos for VISA, MasterCard, Discover, and American Express. The 'Total Amount' is displayed as '\$181.34' in green. At the bottom is a large green button labeled 'BUY TICKETS'. The MobileCause logo is in the bottom left corner, and the PCI logo is in the bottom right corner.

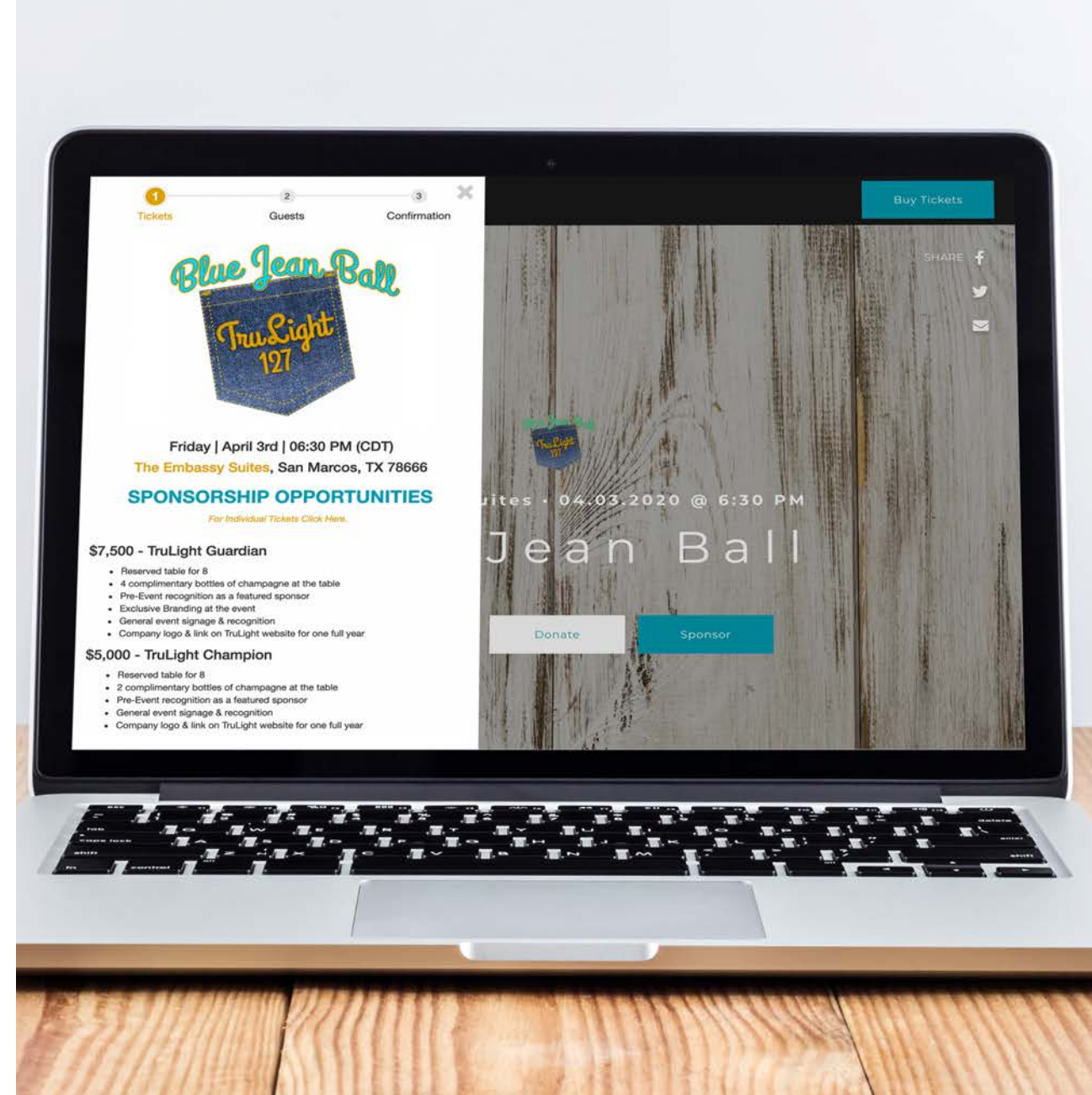
3. Sponsorships

Businesses that support your event in return for promotion

- Promote sponsors in all event materials
- Include logos and links to their site in emails and on website and Event Page
- Shout out sponsors during your virtual event

➤ 90% of businesses indicate that **partnering with reputable nonprofits enhances their brand**

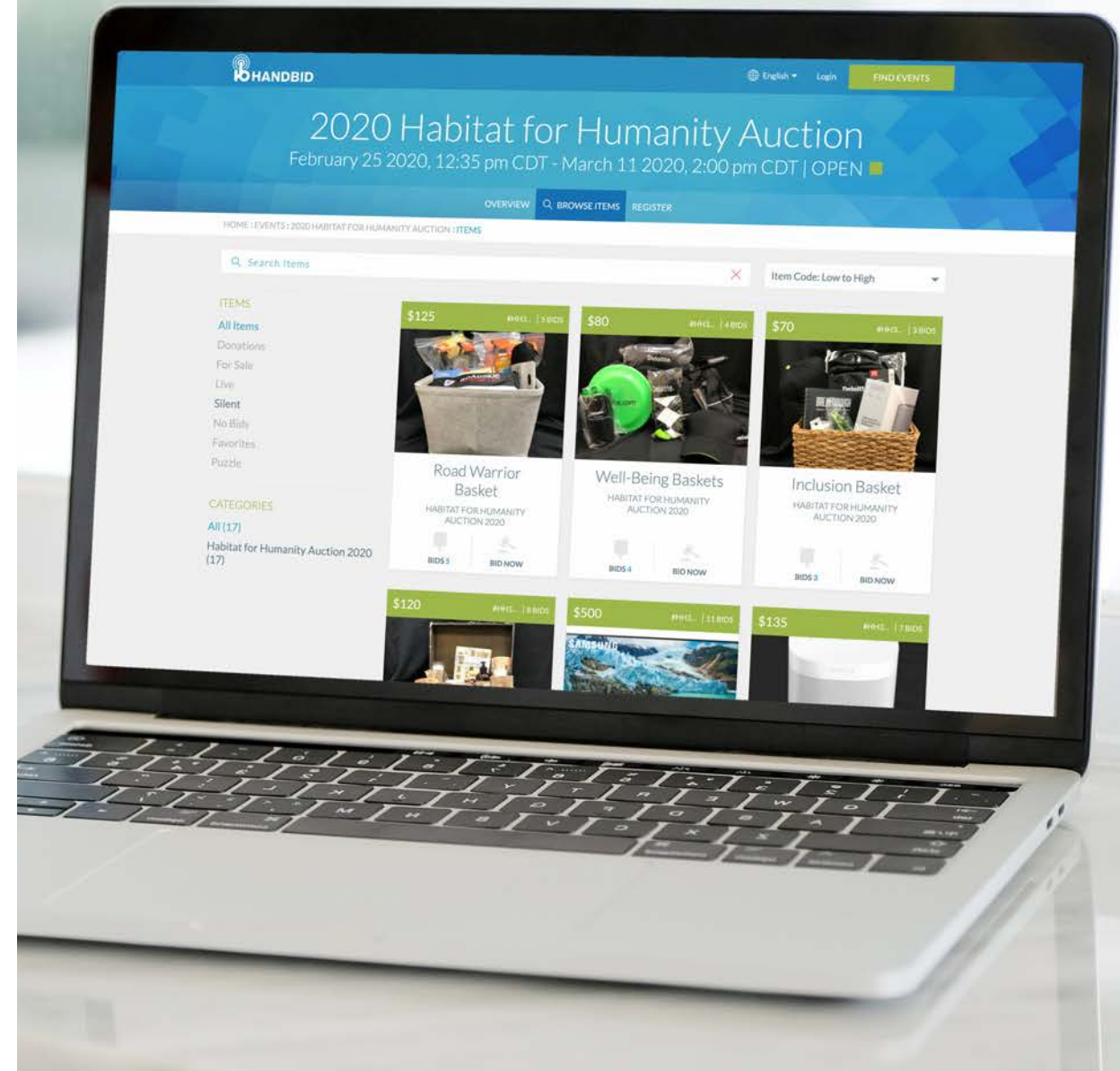
Source: Nonprofits Source. (2018) Corporate Giving Trends.



4. Online Auctions

Virtual auction page where donors can browse and place bids on items or experiences

- Use online auction software for bidding
- Send notices when a supporter is outbid
- Can hold online auctions for longer duration than at in-person events
- Drives more bidding and increases participants
- Announce start and end times across communication channels



5. Text-to-Donate

Makes giving easy for donors, anytime, anywhere and from any device

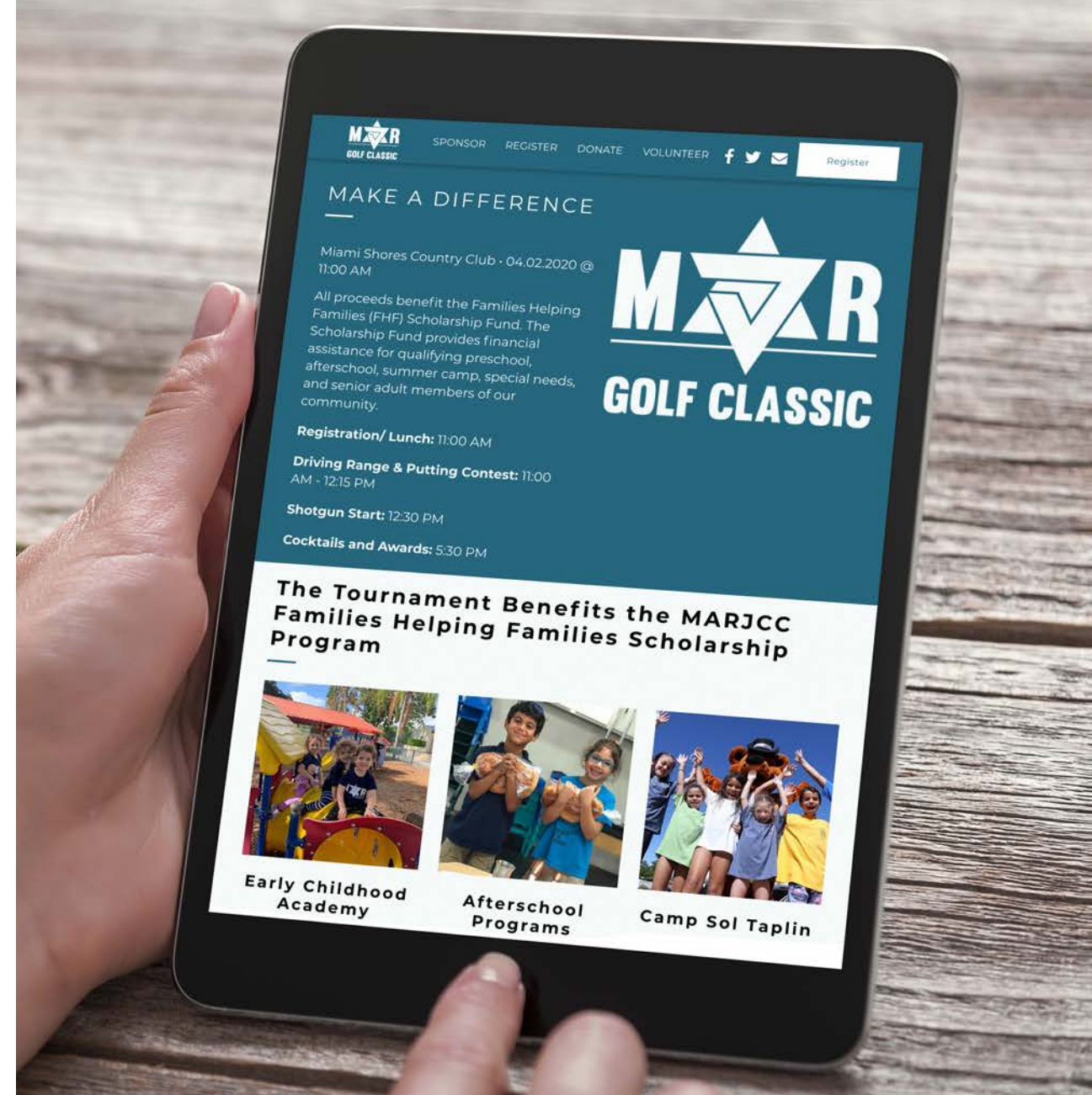
- Create branded, event-aligned keyword and shortcode
- Promote your text-to-donate details widely across channels
- Share keyword and shortcode during event on screen and verbally
- Show text-to-donate in action during your virtual event



6. Event Page

All your important event details in one convenient place

- Can use one link in all of your communications
- Supports all your forms and CTAs
- Optimized for livestream or embedded video
- Promotes “replay” and repeat viewing



7. Broaden Your Reach

Virtual events allow donors from around the world to attend

- Promote broadly and strategically across channels
 - Tag supporters and sponsors on social media
 - Encourage your network to share event widely
 - Share text-to-donate details in posts and communications
 - Increase engagement with photos, impact stats and hashtags on social media
- Fun Fact: because of early and wide promotion, many virtual events **raise a majority of their total prior to the start of “going live”**



With these **effective tools and strategies**, you'll be primed for hosting a powerhouse virtual fundraising event that brings in as much, or more, revenue than your in-person events.

QUESTIONS & ANSWERS



Work on your campaign with our Digital Fundraising Strategy team: <http://mobilecause.me/dfsinfo>



training@mobilecause.com



Customer Support Team // support@mobilecause.com // 888-661-8804 ext. 2