MobileCause

7 Ways to Help Your

VIRTUAL FUNDRAISING EVENT

Achieve In-Person Results

Virtual events have taken center stage in the nonprofit fundraising world, and with good reason. The opportunity to socially distance while increasing reach creates a powerhouse combo that can have your nonprofit matching your fundraising results from your previous year's in-person event (and with less overhead too).

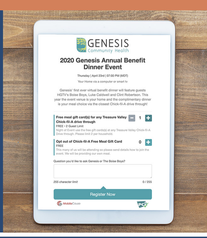
Here are seven stellar strategies for helping your virtual event boost revenue and meet, or even beat, your fundraising goals.

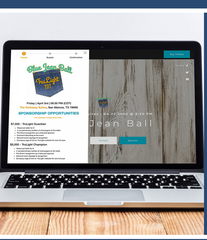
1. Ticketing

What: Request supporters to register or "buy" a ticket to the virtual event. Free tickets enable insight into who's "attending" to invite major donors who haven't registered. Paid tickets increase fundraising and create exclusivity.

How: Set up a custom ticket or registration form and automate receipt with the details of your virtual fundraising event.

Pro Tip: Add extra incentive by offering free swag with tickets/registration such as exclusive content or restaurant gift cards (they'll still get dinner at your event!).





2. Sponsorships

What: Businesses donate in exchange for recognition on social media, promotion in all event materials, including links to their site and shout outs/promo plugs during your virtual event.

How: Start by targeting companies within and outside your community that share similar values, philosophies and goals.

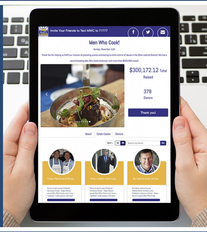
Fun Fact: 90% of businesses indicate that partnering with reputable nonprofits enhances their brand.[1]

3. Creative Peer-to-Peer Campaigns

What: Leverage peer-to-peer campaigns in fun ways related to your event to engage your community and supporters while boosting fundraising results.

Ideas: Have supporters "vote" by donation for favorite local chef, PJs, dog, etc; encourage "table hosts" to fundraise; use to involve board and sponsors.

Pro Tip: Expand reach further by allowing guests to submit contest entries and garner for votes.



4. Online Auctions

What: Virtual auction website where donors can browse and place bids online for items or experiences during a set amount of time.

How: Use online auction software to handle bidding and send notices when a supporter is outbid, announce start and end times across communication channels.

Fun Fact: Digital auctions generate 120% more bids per item and 60% increase in revenue per item when compared to paper-based auctions.[2]

5. Text-to-Donate

What: Make it easier for supporters to donate anytime and anywhere by sharing a text-to-donate keyword and shortcode associated with your event.

How: Create a branded or event-related keyword and promote it across all channels beforehand, both on-screen and during your virtual program, and even post-event to inspire more giving.

Fun Fact: $122 is the average text-to-donate gift[3]

6. Event Page

What: Provide all your important virtual event details in one online page with your call-to-action links for easy reference, sharing of information and watching the event.

How: Set up an Event Page with all your event details, mission, impact statements, registration and donation links, and livestream or pre-recorded video and then share widely before, during and after your event.

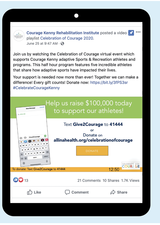
Fun Fact: An Event Page increases effectiveness and efficiency by driving multiple calls-to-action and increasing campaign conversion rates.

7. Expand Your Audience

What: Unrestricted by geography, you can now promote your virtual event broadly and strategically via email, text message and social media to build an audience beyond your immediate community.

How: Tag individuals and supporters on social media; encourage supporters to share your virtual event details and text-to-donate keyword and shortcode.

Pro Tip: Add powerful pictures, short videos, impact stats and hashtags to your posts to increase sharing and engagement.



With these virtual event tools and tips, your nonprofit can **achieve, or even exceed, your previous in-person event goals** through expanding your reach and motivating more donors. We hope you implement these strategies in your next virtual fundraising event and that they help you continue to advance your mission.

MobileCause

MobileCause is more than simply comprehensive fundraising software. We offer nonprofits one-on-one expert strategy from our Digital Fundraising Specialists plus 24/7 customer support that's there when you need it most. MobileCause believes 100% of donations should go directly to your cause, so we never charge a transaction fee.

MobileCause enables you to maximize your resources and grow your mission like never before.

To speak directly to a fundraising consultant about implementing MobileCause fundraising and communication software and strategy for your nonprofit, please call **(888) 661-8804** or visit **mobilecause.com** to request a demo.

Sources:
1. Nonprofits Source. "Corporate Giving Statistics for Nonprofits"
2. Handbid
3. MobileCause donor data year-ending 2019

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