



# How to Stream Your **VIRTUAL FUNDRAISING EVENT**

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Tech Tools & Tips

# SPEAKERS



**Scott Couchman**

Training Manager,  
MobileCause



**Guy Assedou**

Director of Product  
Management, MobileCause

# AGENDA

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-  **How Delta Chi Foundation Researched Livestreaming Solutions**
-  **Strategies They Used to Stream Their Virtual Fundraiser**
-  **Software and Setup Options for Streaming Any Virtual Event**
-  **Tech Tools & Tips to Increase Giving & Engagement**

# POLL



Have you hosted a virtual fundraising event in 2020?

1. Yes, and we rocked the tech!
2. Yes, and we need to get better with the tech
3. No, we are planning one and confident in the tech
4. No, we are planning one but unsure of the tech
5. No, hoping we don't need to



# DELTA CHI EDUCATIONAL FOUNDATION LIVESTREAM SOLUTIONS

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# About Delta Chi Educational Foundation

We raise funds for **Scholarships and Leadership Development Training** for the benefit of the Members of the **Delta Chi Fraternity**.



**DELTA CHI**  
EDUCATIONAL FOUNDATION



# About Jason

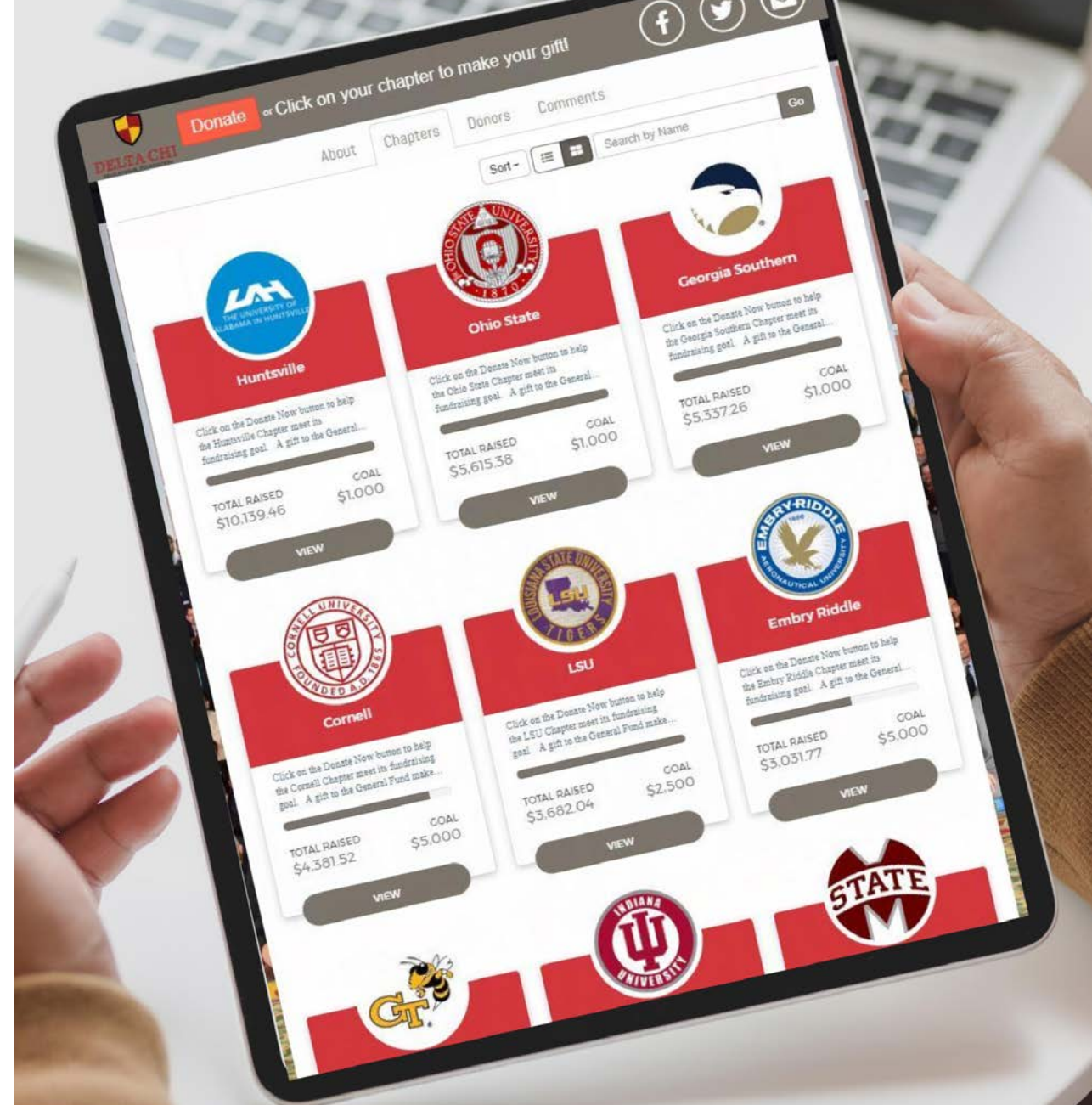
- No background in production
- Didn't know any of the tools
- Used Google and YouTube to research and learn





# Annual Founders' Day of Giving 2019

- Supports the Delta Chi Fraternity chapters
- Supplements Delta Chi leadership academy educational costs
- Includes peer-to-peer chapter challenge
- Weekend of giving: 1890 minutes





# The Situation

- Had gone live on Facebook for #GivingTuesday 2017
- Hit modest goal but wanted more interaction
- Wanted to reach alumni and donors in new ways
- Board interested in new technology but unsure of what



Delta Chi is 🎉 celebrating success.

November 29, 2017 · 🌐



Yesterday was a successful day for the Delta Chi EF. We raised \$35,366 for the Educational Foundation and received our matching gift of \$25,000 from Brother Steve Michels, Marquette, '87. This brought us to a GRAND TOTAL of \$60,366!

Thank you to all of our brothers who made #GivingTuesday2017 successful. Every donation was an important milestone in reaching this year's goal. With these donations we can continue to provide our members with opportunities to further expand their education - that is all thanks to our donors!

#DXGivingTuesday #BrotherhoodOfALifetime



34

4 Shares

# The Challenge

- Wanted to get more people on screen at the same time
- Wanted to go live, not just pre-recorded
- Needed more options than Facebook offered
- Wanted logos, names and titles over video



# The Content

- Published a schedule of live and recorded events
- Included tour of campus and chapter house tour
- Live sessions with small giveaways and updates on progress
- Matching gifts and chapter challenges
- Sent email and texts when going live to drive people to watch



**DELTA CHI**  
EDUCATIONAL FOUNDATION

**We're coming to you Live for Delta Chi's  
Founders' Day of Giving #Day4DX**

The Kick-Off Broadcast goes Live at Noon Eastern.

[Tune in by following us on Facebook to watch Live](#) or [head to the website below to watch Live](#) and check progress.

**Follow us LIVE and Make a Gift!**

## Schedule of Events

(All Times are Eastern Time Zone)

### October 13, 2019

12:00 PM	Kick-Off 1,890 Minutes of Giving #Day4DX
1:30 PM	Cornell University - The birthplace of Delta Chi
3:00 PM	Live from Cornell University Campus
4:00 PM	Live with Delta Chi Executive Director - Jerod Breit
6:00 PM	Interview with DCEF President / Chairman, Rod Arnold
6:45 PM	Ryan DesCamp - Graduate Student Scholarship Winner
7:30 PM	Live with the Central Oklahoma Colony
9:00 PM	Founding Fathers' Stories - Part 1 with "AA" Aaron Otto

### October 14, 2019

8:00 AM	Kicking Off Day Two
10:00 AM	Jeff Schoenherr, Michigan - DCEF & Chapter Housing
11:00 AM	2017 "A's" Academy - Ryan Trueb, Eastern Washington
12:00 PM	Founders' Stories with "AA" Aaron Otto - Parts 2 and 3
2:00 PM	Special Chapter Challenge
3:00 PM	UIFI attendee Ryan Reece, Central Oklahoma
4:00 PM	Special Chapter Challenge Winner Announcement
6:30 PM	Last Minute Push to the finish line!
7:30 PM	Closing of Founders' Day of Giving

Throughout the next 1,890 minutes, you can follow us on

Facebook, YouTube or our website!



[www.deltachi.org/foundersday](http://www.deltachi.org/foundersday)



# The Research

Looked at options to see where data and research would lead


- Looked at Facebook as an option
- Started with OBS, a free recording software
  - Not a lot of functionality
  - Can record videos or go live but only stream to one platform

Text DeltaChi70 to 71777  
Mag & data rates may apply

Main > Huntsville

**ΔX**

2019 Founders' Day of Giving, A Day for Delta Chi #Day4DX  
1890 Minutes of Giving: October 13-14




\$10,139.46 Total Raised

\$1,000 Goal

7 Donors

[DONATE NOW](#)

About Donors Comments

 Click on the Donate Now button to help the Huntsville Chapter meet its fundraising goal.

A gift to the General Fund makes it possible for The Delta Chi Educational Foundation to operate; offering tax deductible giving vehicles for Delta Chi's members to support their chapter, and for the DCEF to supplement the educational costs associated with operating Delta Chi's premier leadership academies.

**MATCHING GIFT CHALLENGES:**

- **\$75,000: Steve Michels, Marquette '87**
  - 1:1 Dollar-for-Dollar match up to \$60,000
  - 3:1 Dollar match for **New Donors** up to \$15,000
- **\$5,000: David Cloutier, Embury Riddle '92**
  - 2:1 Dollar match for 129 student donors who give to the 1890 Society
- **\$11,000: DCEF Board of Directors**
  - Chapter Challenge - Scholarships awarded to Top 3 Chapters whose members raise the most money for the General Fund
    - \$5,000 - 1st place
    - \$2,500 - 2nd place
    - \$2,500 - 3rd place
    - \$1,000 - Lottery drawing, \$100 gift minimum

# The Tech Suite

## Ecamm Live:

- Production/studio control
- Decide which camera to show
- Offers overlays, animations and countdowns, picture in picture
- Video roll within livestream
- Only works with Mac

## Skype:

- Video chat with multiple speakers
- Speakers don't have to download hardware
- Free tool will work for everyone
- Can use on iphone, ipad, computer
- Works for live and recording videos

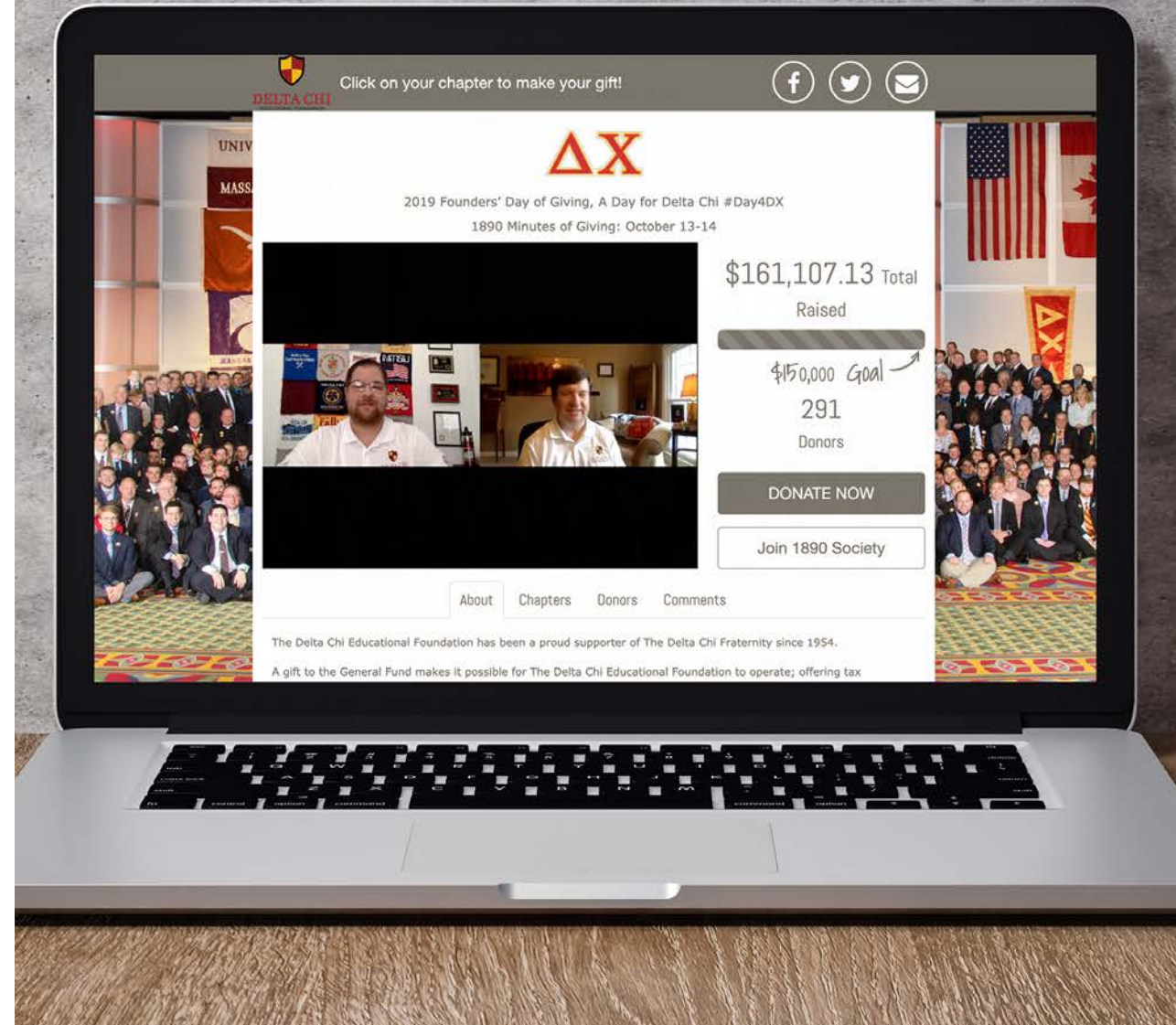
## Restream

- Stream simultaneously to several platforms



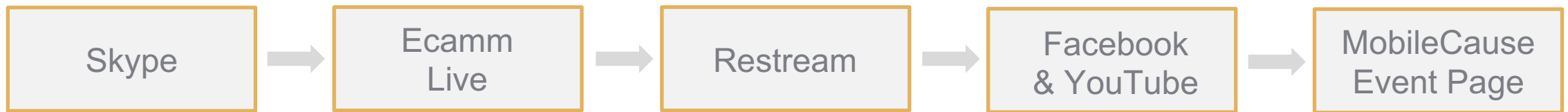
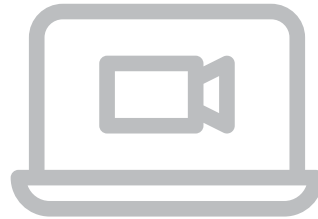
# MobileCause Peer-to-Peer Page:

- Drove all campaign traffic for donations and viewing to one place
- A URL from their website redirected to page
- Each chapter had own fundraising page
- Every chapter and fundraiser had dedicated text-to-donate keyword





# The Solution



# Key Takeaways

- Don't have to "go live" to practice what it will be like
- Practice and get comfortable with the technology
- When learning, audience understands it's live, raw and honest
- You are not expected to be an expert



With this valuable experience on finding, setting up and maximizing **streaming tools**, let's see **how to apply it** to your own virtual fundraising event.



# HOW TO STREAM YOUR VIRTUAL EVENT

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**Guy Assedou,**  
Director of Product Management, MobileCause



# Streaming Options

Virtual events utilize livestreams, pre-recorded videos or a hybrid of both

## Livestreaming

- **Pros:** in-the-moment feeling, interact with audience, provide fundraising updates
- **Cons:** Less control over presentation and glitches

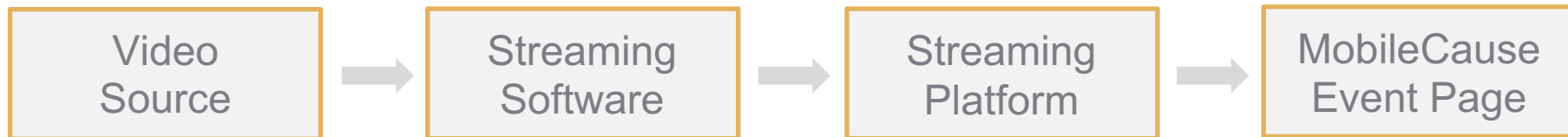
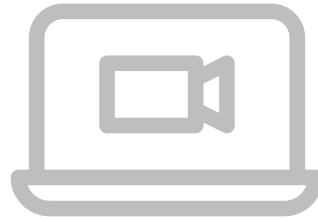
## Pre-recorded

- **Pros:** more control over all elements, can unveil to appear “live”
- **Cons:** more effort upfront, can’t provide real-time updates/shoutouts

## Hybrid

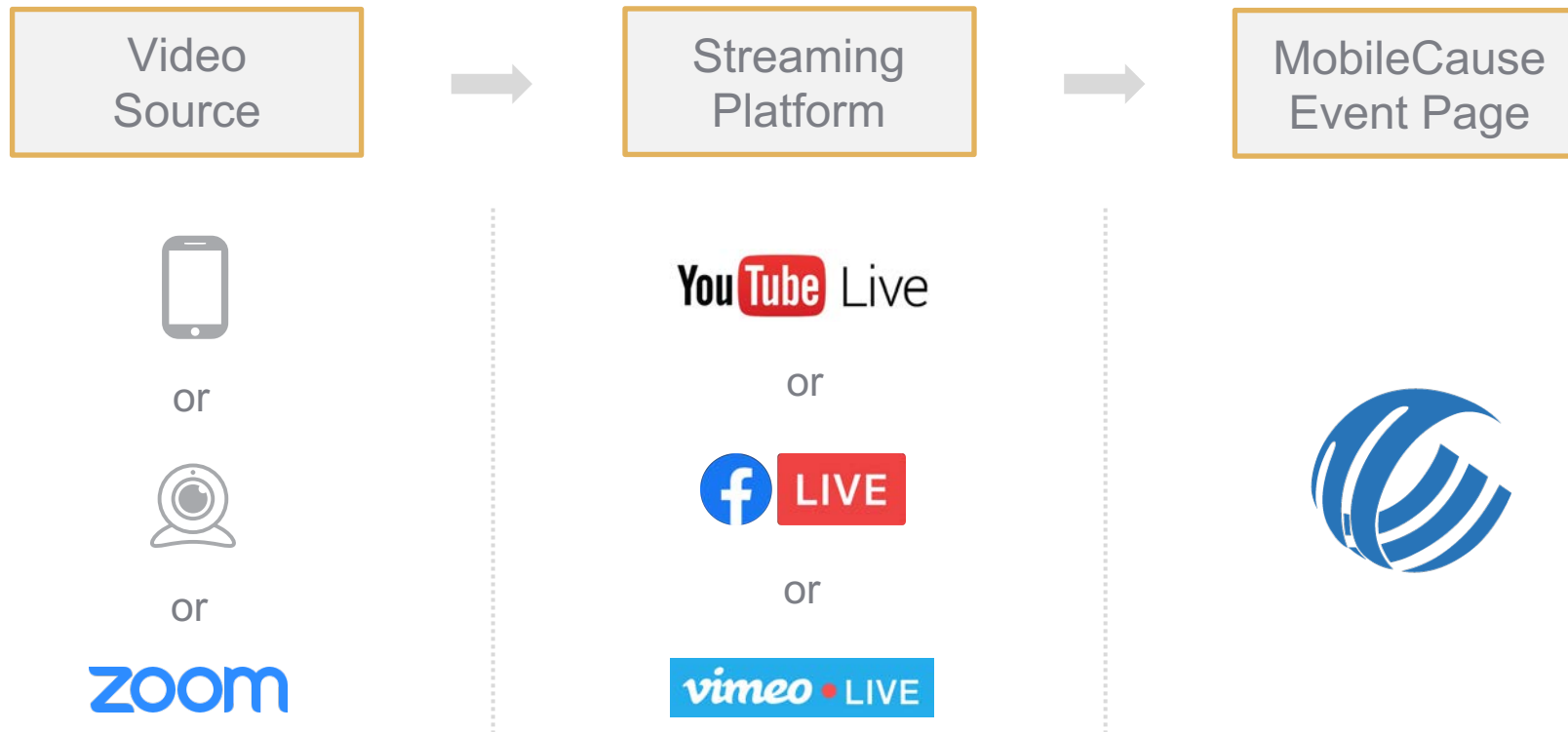
- **Pros:** control over presentations while benefiting from live elements
- **Cons:** more moving parts to manage

# Technical Options for Streaming

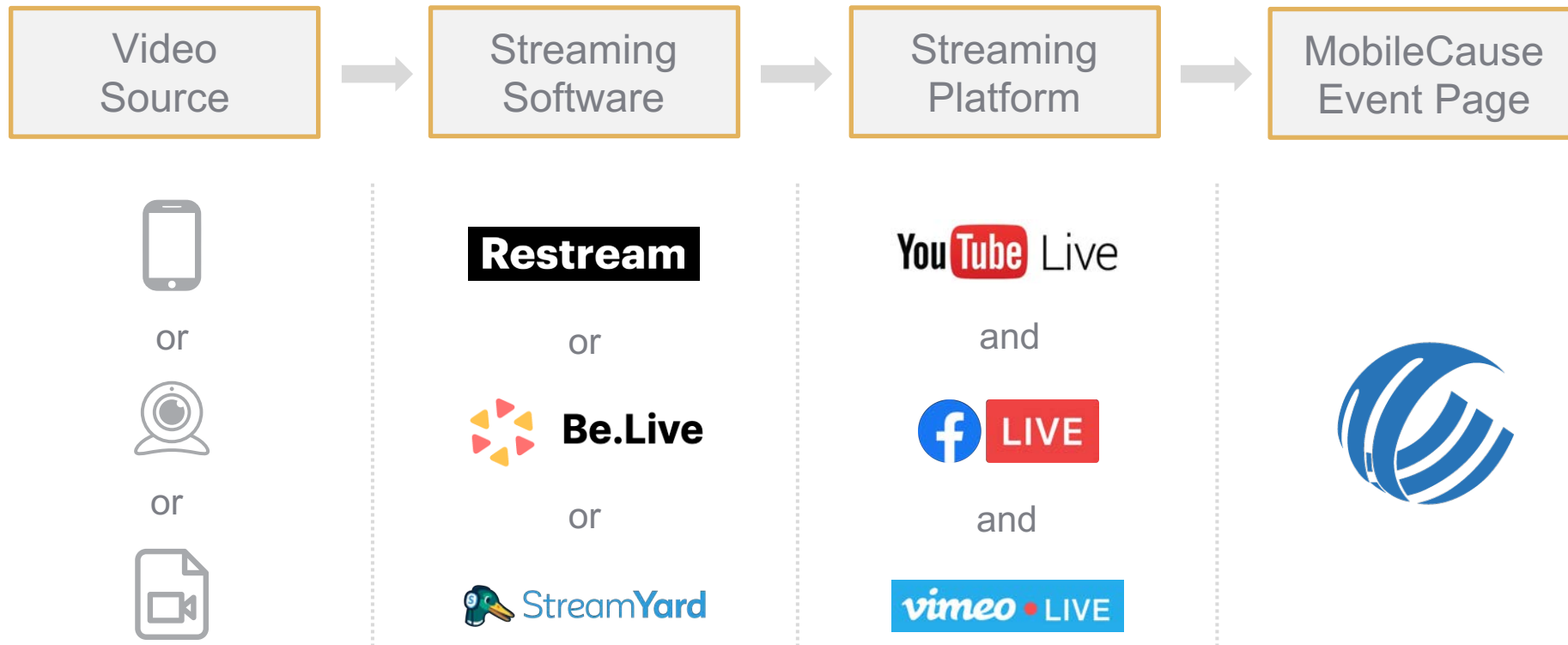




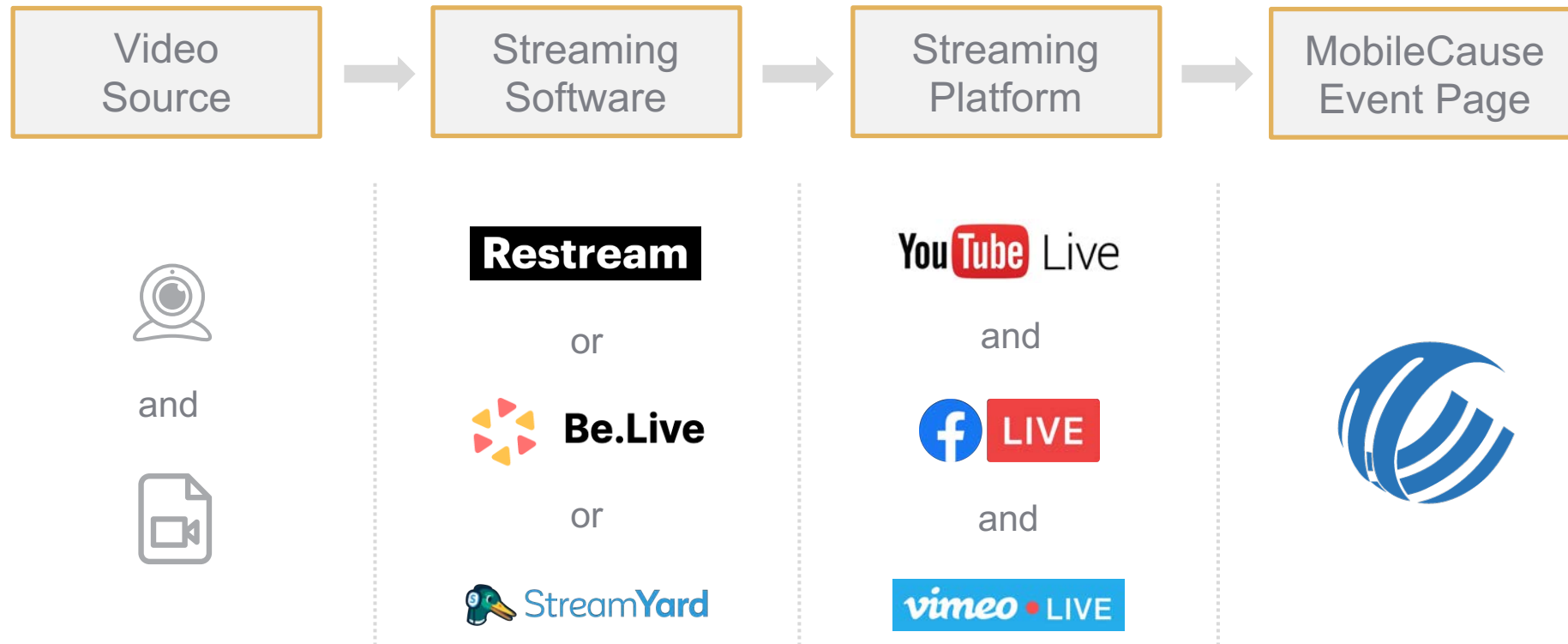
# One Source, One Platform



# One Source, Multiple Platforms



# Multiple Sources, Multiple Platforms





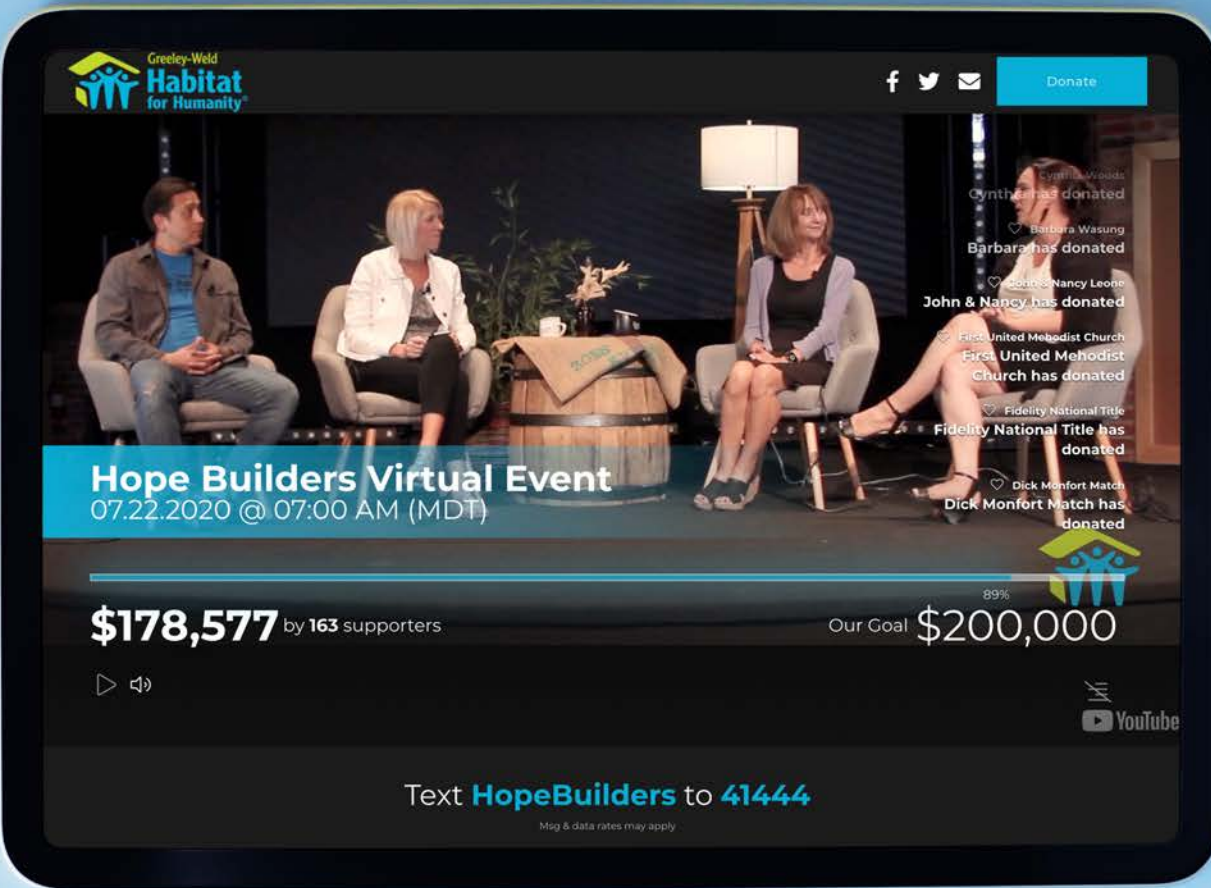
# Perfecting the Tech

- Schedule a **dry run**
- **Set up and practice** using all equipment and technology
- **Play videos** and switch between screens
- **Test audio sound and volume**  
(exactly the way it will be used during your event)
- Practice **bringing overlays** in and out  
(if using them)
- Make a donation using **text-to-donate** and mobile **donation forms**



# Tech Tools & Tips for Increased Giving

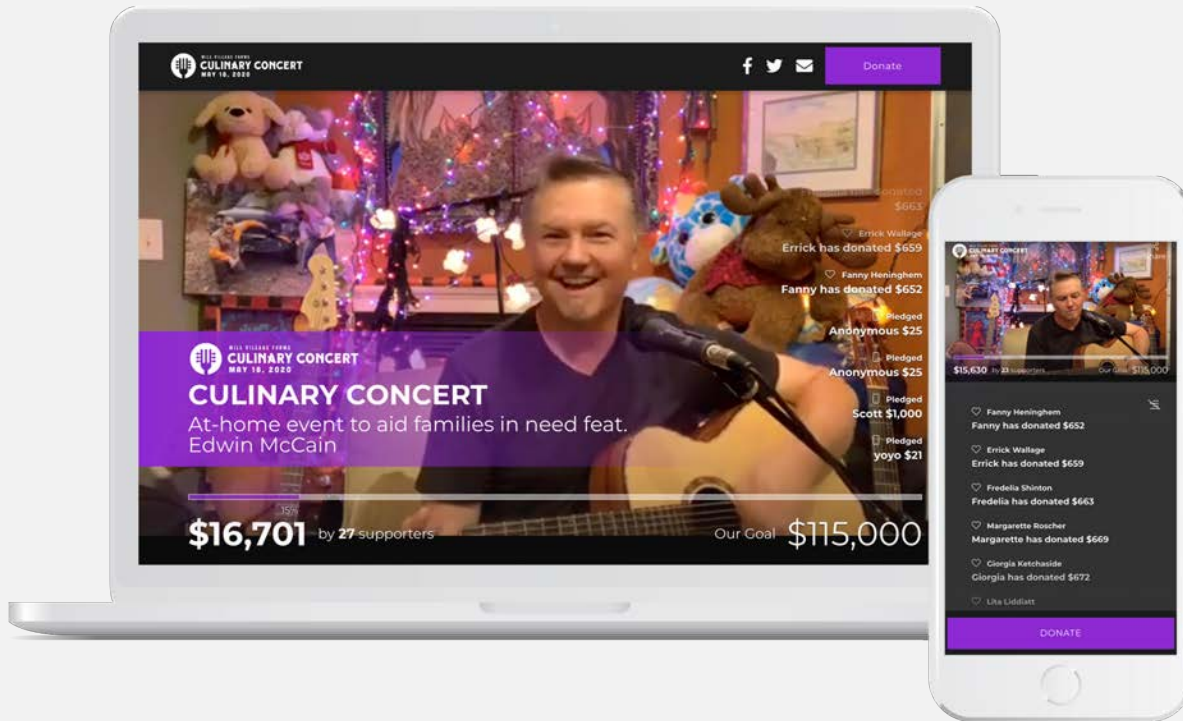
- **Event Page** - all your important event details in one convenient place
  - **Text-to-Donate** - makes giving easy for donors, anytime, anywhere and from any device
  - **Progress Bar** - display real-time results and shout out donors by name
- **Fun Fact:** Using an **Event Page** drives multiple calls-to-action and increases conversion rates



# Tech Tools & Tips for Increased Engagement

- **Comments** - inspires more giving, builds audience excitement and interaction
- **Virtual Check-In** - track who is tuning in and when

➤ **Fun Fact:** Many virtual events raise a majority of their total **prior to the start** of “going live”





Now that you know the ins and outs of **streaming tech and tools**, you'll be primed for a smooth running virtual fundraising event that expands your reach, boosts engagement and increases giving.

# QUESTIONS & ANSWERS



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MobileCause



**Guy Assedou**

Director of Product  
Management, MobileCause



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



[training@mobilecause.com](mailto:training@mobilecause.com)



Customer Support Team // [support@mobilecause.com](mailto:support@mobilecause.com) // 888-661-8804 ext. 2