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▶▶▶ **Webinars**

How to Stream Your

VIRTUAL FUNDRAISING EVENT

Tech Tools & Tips

SPEAKERS

Scott Couchman

Training Manager,
MobileCause

Guy Assedou

Director of Product
Management, MobileCause

AGENDA

○ **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**

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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

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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**.
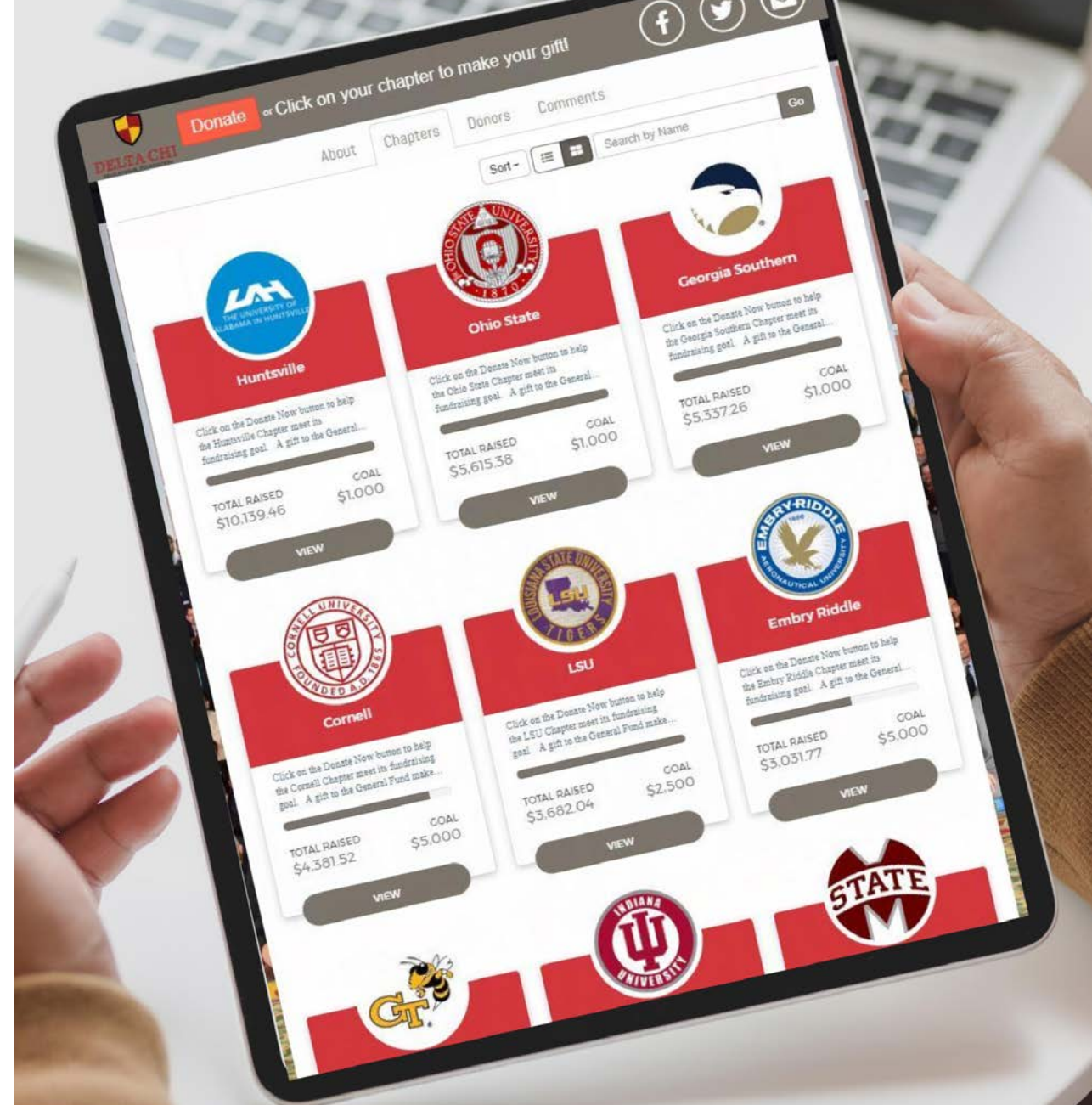
DELTA CHI
EDUCATIONAL FOUNDATION

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About Jason

- No background in production

- Didn't know any of the tools

- Used Google and YouTube to research and learn

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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

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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

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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

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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

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

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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

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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

Skype → Ecamm Live → Restream → Facebook & YouTube → MobileCause Event Page

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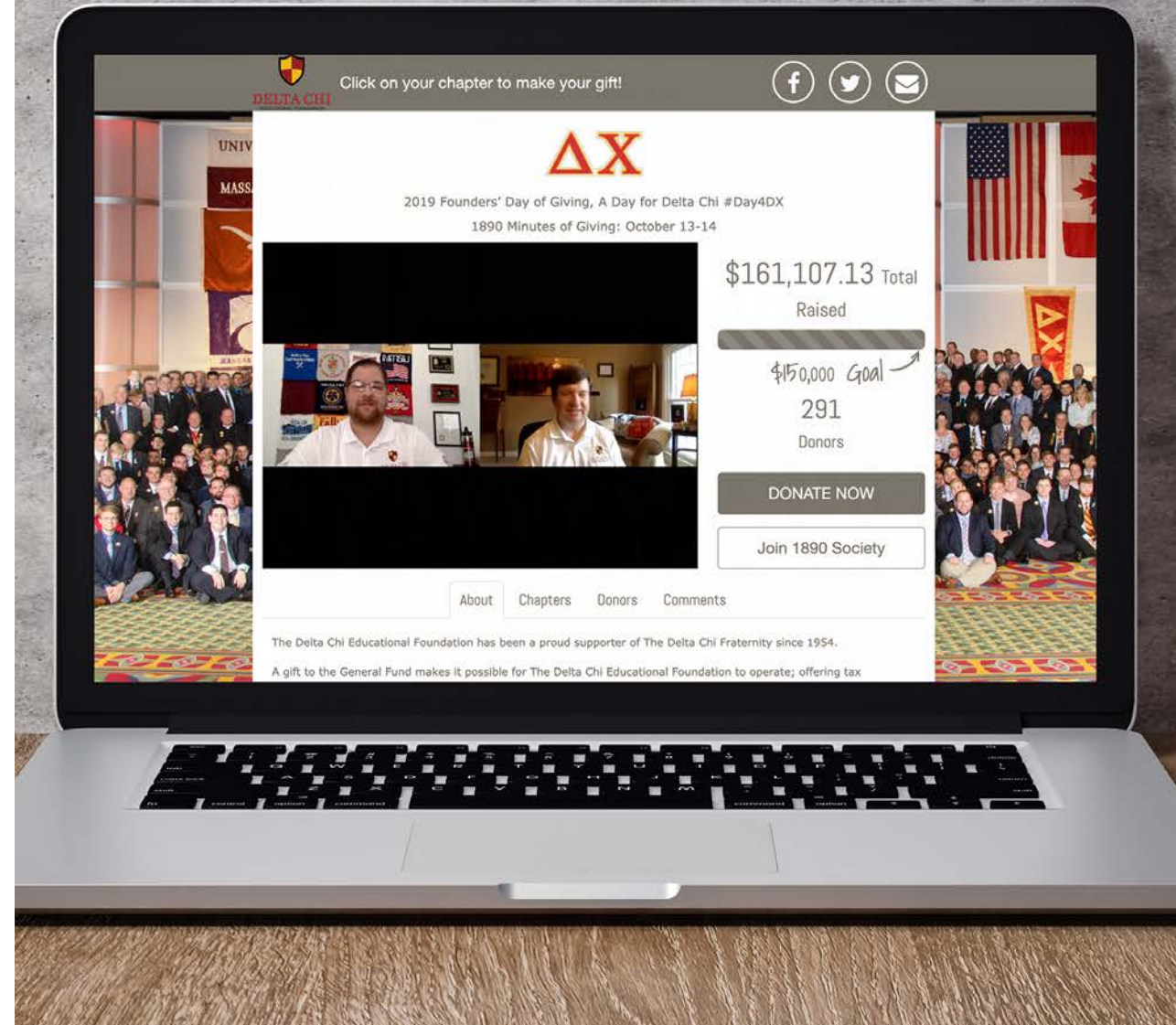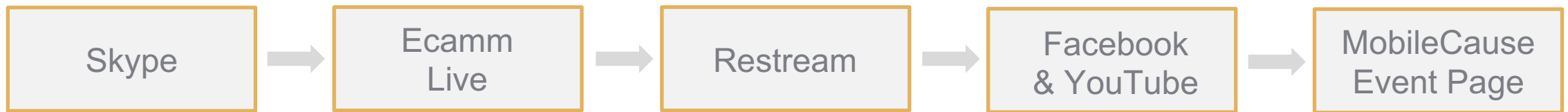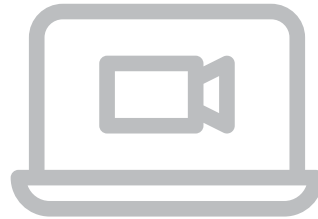
Key Takeaways

- 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

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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.

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HOW TO STREAM YOUR
VIRTUAL EVENT

Guy Assedou,
Director of Product Management, MobileCause

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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

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Technical Options for Streaming

Video Source		Streaming Software		Streaming Platform		MobileCause Event Page

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One Source, One Platform

Video Source	→	Streaming Platform	→	MobileCause Event Page

Video Source:

📱

or

📷

or

zoom

Streaming Platform:

You Tube Live

or

f **LIVE**

or

vimeo • LIVE

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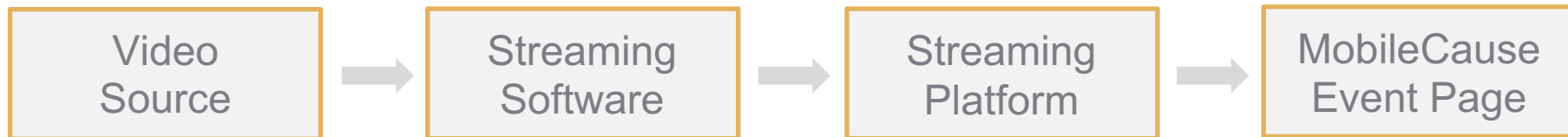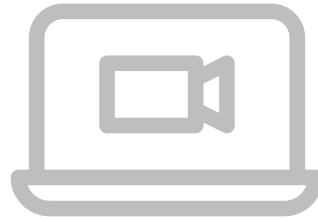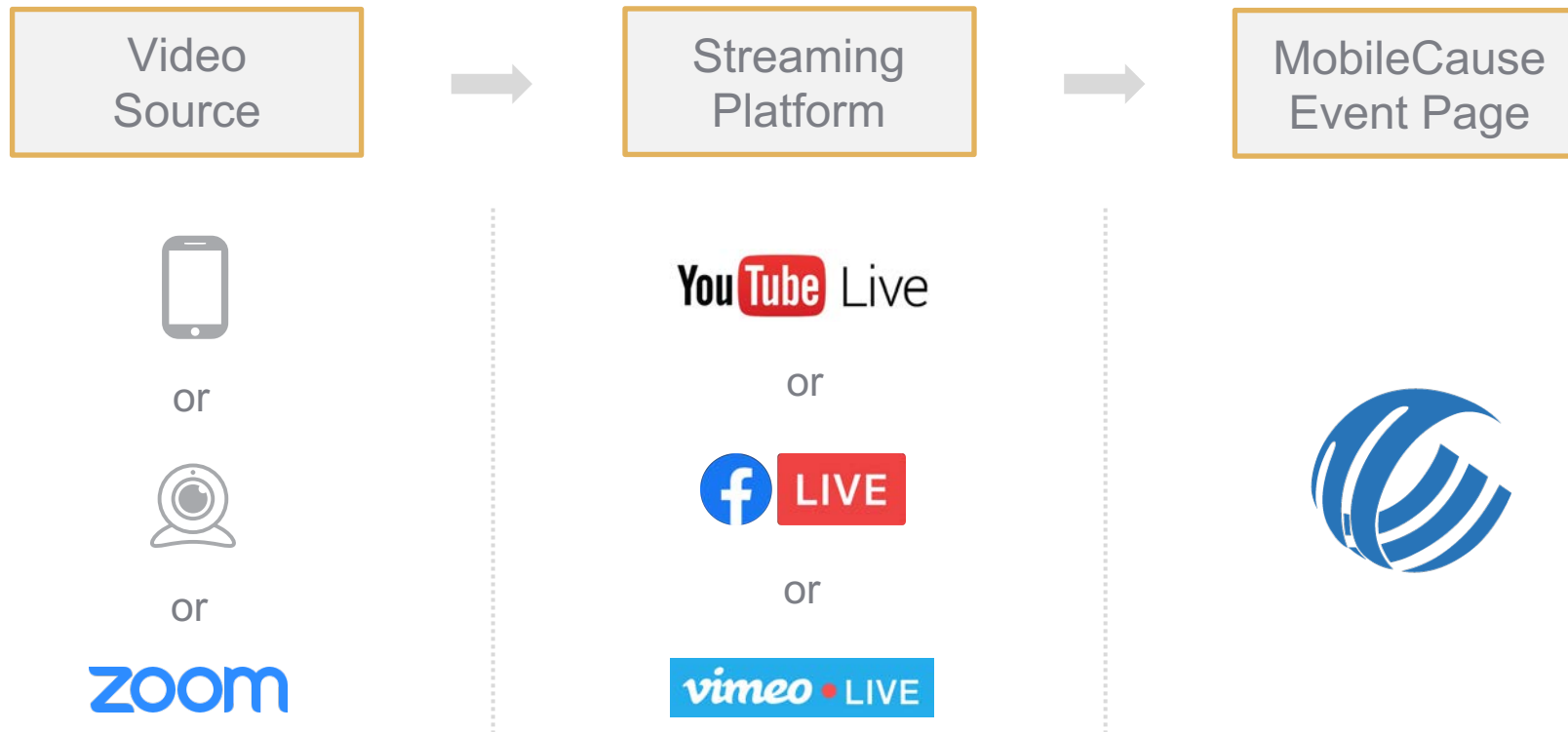
One Source, Multiple Platforms

Video Source	→	Streaming Software	→	Streaming Platform	→	MobileCause Event Page

Video Source:

📱

or

📷

or

🎥

Streaming Software:

Restream

or

Be.Live

or

StreamYard

Streaming Platform:

You Tube Live

and

f LIVE

and

vimeo · LIVE

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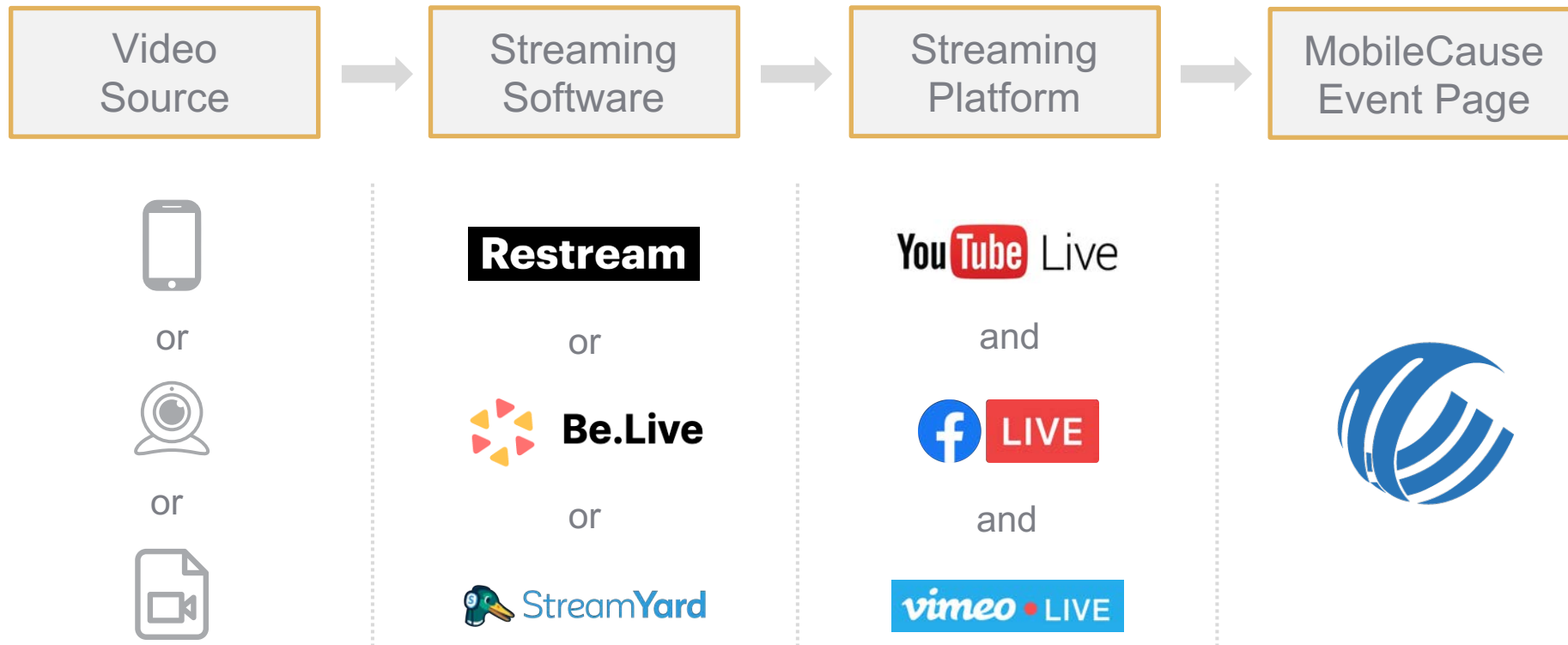
Multiple Sources, Multiple Platforms

Video Source	→	Streaming Software	→	Streaming Platform	→	MobileCause Event Page

Restream

or

Be.Live

or

🦆 **StreamYard**

You Tube Live

and

f LIVE

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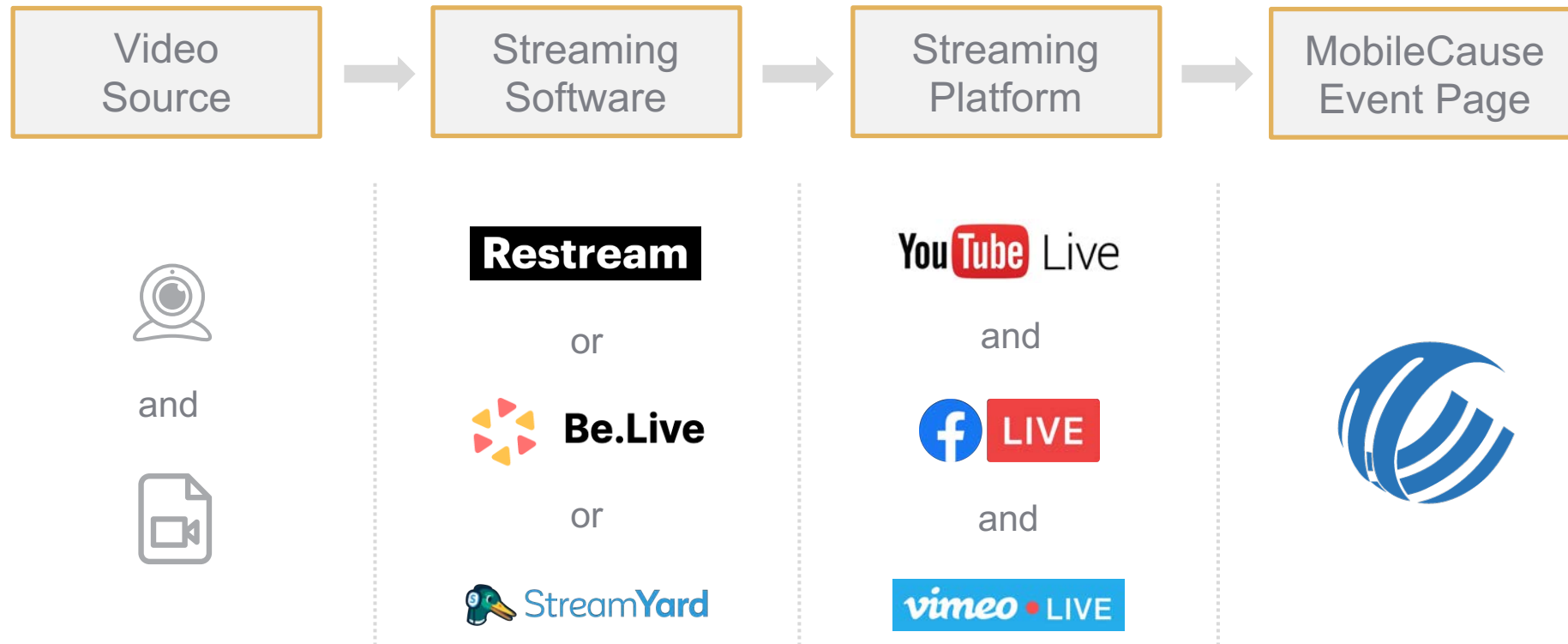
Perfecting the Tech

- 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**

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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

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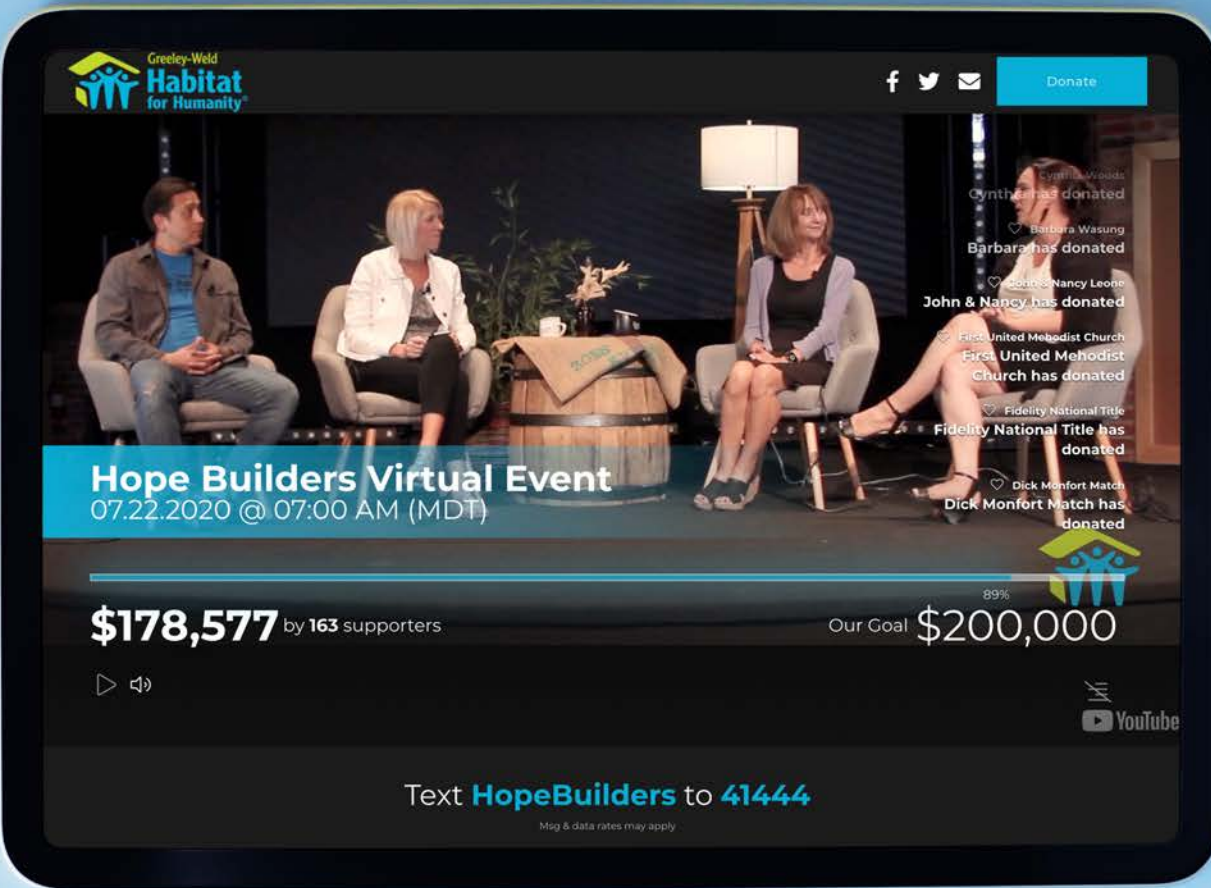
Tech Tools & Tips for Increased Engagement

- **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"

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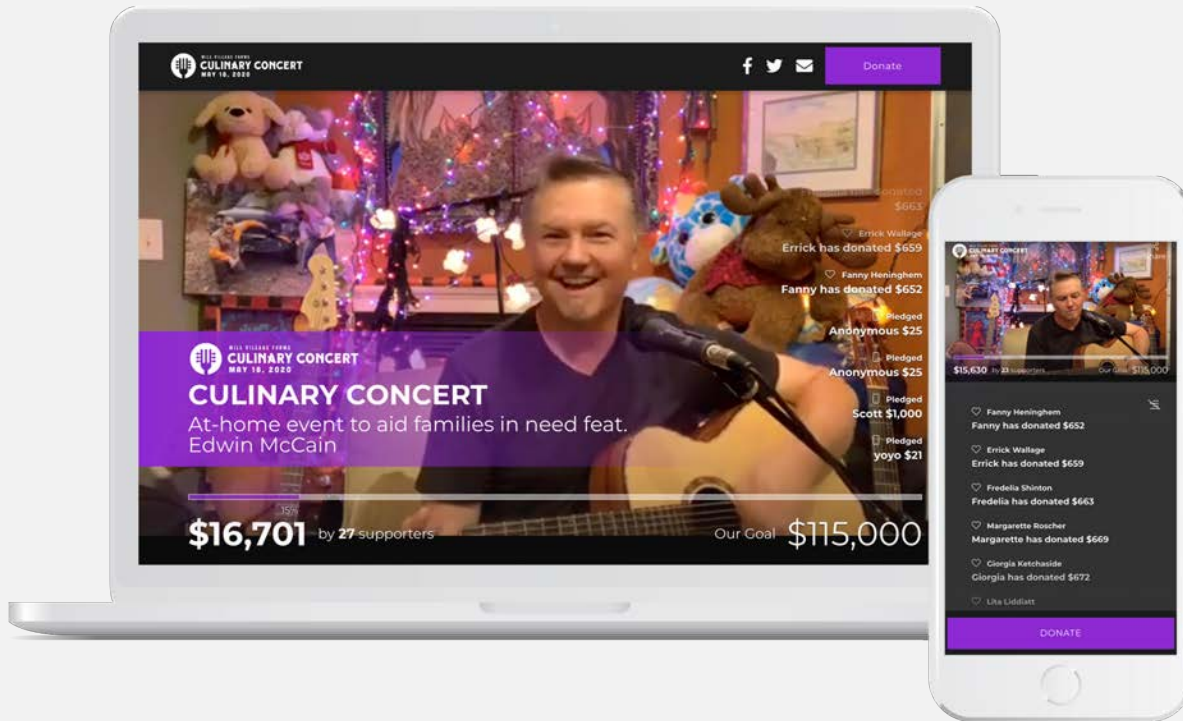
Now that you know the ins and outs of **streaming tech and tools**, you'll be primed for a smooth running virtual fundraising event that expands your reach, boosts engagement and increases giving.

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QUESTIONS & ANSWERS

Scott Couchman

Training Manager,
MobileCause

Guy Assedou

Director of Product
Management, MobileCause

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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