MobileCause

TECH SETUP GUIDE

for Virtual Fundraising Events

MobileCause Customers

What's Ahead

- Streaming Options and Technical Setup
- One Source, One Platform
- One Source, Multiple Platforms
- Multiple Sources, Multiple Platforms
- Determining the Tech Setup Needs for Your Virtual Fundraising Event

Think of this as your virtual event tech setup cheat sheet!

If the technical setup for a virtual event is keeping you from embracing the fundraising possibilities these campaigns can provide, then this guide is here to ease your tech fears. The setup needed for a virtual fundraising event can be as simple as your phone/computer or a bit more complex with added services that are both inexpensive and easy-to-use.

This guide will help you understand the technology platforms and services available, which options will best suit your event, and how they work together. Whether you'll be livestreaming, using prerecorded videos, or both, and using multiple presenters or a single host, our flowcharts provide a high level view of the technical setup in simple terms. The guide will set you down the path of knowing how to set up your tech to send you confidently down the road of a successful event.

Streaming Options

Virtual events utilize livestreams, pre-recorded videos or a hybrid of both to connect with supporters and raise funds for your cause. Here are some pros and cons of each option.

LIVESTREAMING

Pros:

+ Creates an in-the-moment feeling
+ Can interact with your audience
+ Provide real-time fundraising updates

Cons:

- Less control over presentation and glitches

PRE-RECORDED

Pros:

+ More control over all production elements
+ Can unveil your event to appear “live”

Cons:

- Requires more effort upfront
- Can’t provide real-time updates/shoutouts

HYBRID

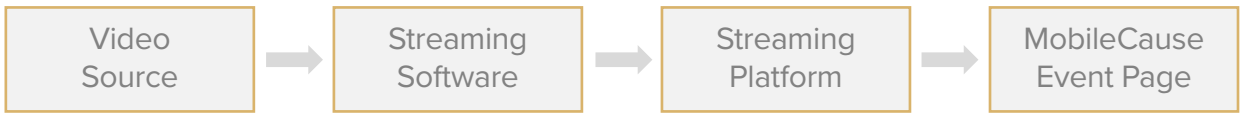
Pros:

+ Control over presentations while benefiting from live elements

Cons:

- More moving parts to manage

Technical Setup



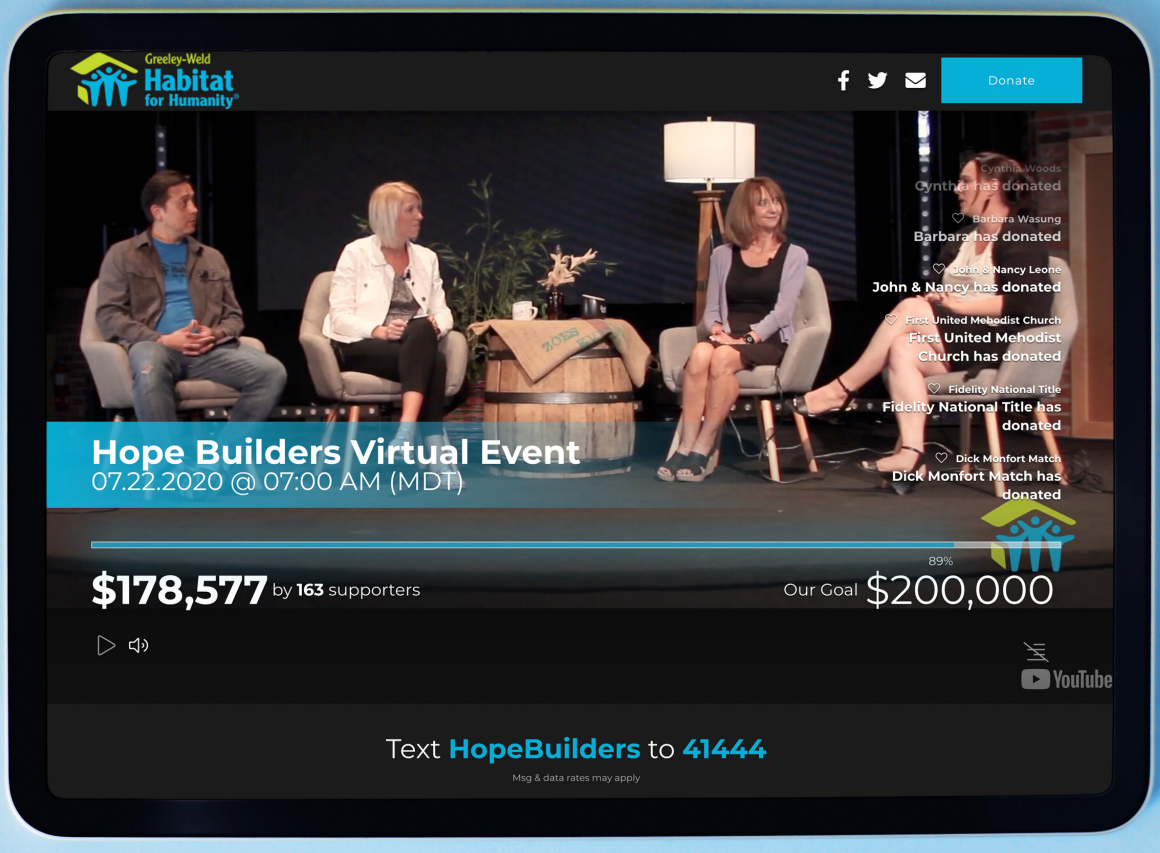
- **VIDEO SOURCE:** delivers your presentation content onscreen (may be one or multiple sources)
- **STREAMING SOFTWARE:** connects to multiple streaming platforms simultaneously, also controls what is displayed onscreen (video sources, overlays)
- **STREAMING PLATFORM:** hosts video sources and broadcasts to multiple viewers
- **MOBILECAUSE EVENT PAGE:** broadcasts your presentation with important event information, how to give, campaign progress; optimized for engagement and securing donations

One Source, One Platform

Video Source	Streaming Platform	MobileCause Event Page
or	or	
or	or	
zoom	vimeo • LIVE	

DID YOU KNOW?

Showcasing your virtual fundraising event on an Event Page not only encourages viewing and replay, but also drives multiple calls-to-action and increases conversion rates.



One Source, Multiple Platforms

Video Source	Streaming Software	Streaming Platform	MobileCause Event Page
or or	Restream or Be.Live or StreamYard	YouTube Live and LIVE and vimeo LIVE	

DID YOU KNOW?

Hosting a virtual fundraising event encourages both online giving and donations from supporters' mobile devices, anytime and anywhere using text-to-donate.

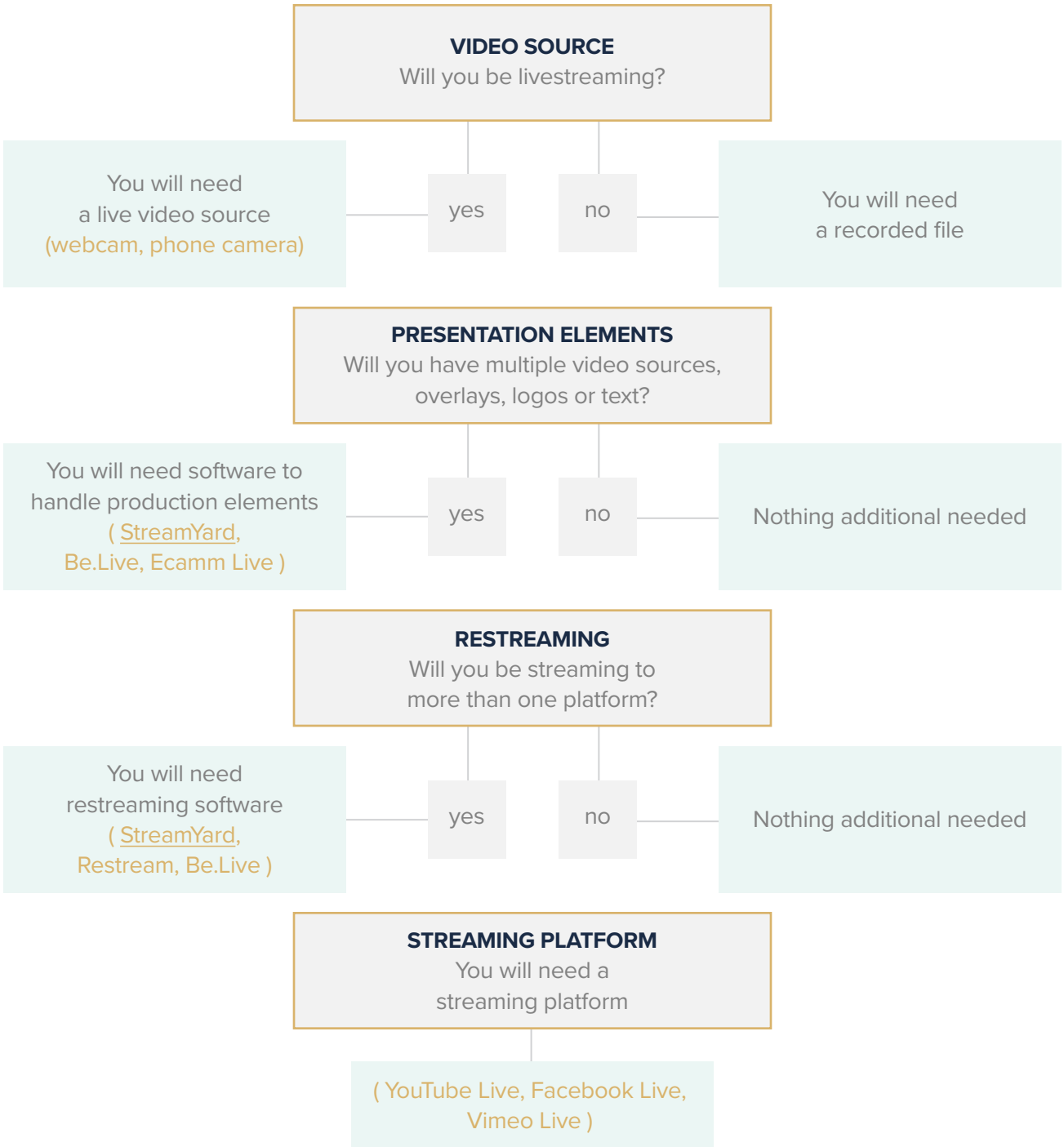
Multiple Sources, Multiple Platforms

Video Source	Streaming Software	Streaming Platform	MobileCause Event Page
and	Restream or Be.Live or StreamYard	YouTube Live and LIVE and vimeo LIVE	

DID YOU KNOW?

Combining the power of production and streaming software opens up your creative options and increases reach by showcasing your event on multiple platforms simultaneously.

Determining the Tech Setup Needs for Your Virtual Fundraising Event



MOBILE CAUSE EVENT PAGE

Add the URL of a streaming platform to share your virtual event on the MobileCause Event Page and have your donation page, progress update, donor wall and more all in one easy-to-use web page.

We hope these easy-to-use flow charts help to clarify how you can put together the tech services and tools you'll need for a smooth running virtual event that helps expand reach and giving.

Please note, the information and diagrams provided are meant to provide an overview of technical setup options for virtual fundraising events. They do not represent every possible option or include a comprehensive list of services and service providers. It is up to your organization to understand the options and technology to determine which streaming options and service providers will work best for your needs and skill level. MobileCause does not recommend or setup the technical elements for virtual fundraising events.

More Information

For more information, resources, trainings and videos to support your virtual fundraising events and campaigns, please visit the MobileCause Knowledge Center.

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