

Fact or Fiction: Misconceptions of VIRTUAL FUNDRAISERS

Not sure if virtual fundraising events can be as effective as in-person events?
Let's look at what is Fact versus Fiction.

Your organization is likely looking at how to adopt virtual fundraising events more regularly into your annual plan. Yet, you may still have some reservations about how to successfully and efficiently execute them. Let's take a look at a few **common ideas about virtual events** to help dispel the myths and reinforce the truths about what they can accomplish for your nonprofit. **Spoiler alert:** they can accomplish quite a lot!

Fact or Fiction?

I WON'T BE ABLE TO GET SPONSORS FOR MY VIRTUAL EVENT.

Fiction! Though you may not get as many sponsors or as much from them during the economic crisis, it is still possible to find and secure sponsors. **Virtual events allow you to reach outside your community** to try and find companies who would benefit from the increase in exposure while supporting a good cause, even during trying times.

Fact or Fiction?

I CAN STILL REQUIRE TICKETS FOR MY VIRTUAL EVENT.

Fact! Ticketing is an excellent tool for virtual and in-person events alike. Offering free tickets enables you to **track registration** to know who to expect and **contact major donors** who have yet to register. Paid tickets also help to **boost fundraising results** and creates an air of exclusivity.

Fact or Fiction?

PEOPLE GIVE 'IN THE MOMENT' SO I CAN ONLY RAISE MONEY DURING AN EVENT.

Fiction! Your audience will donate not only during your event, but before and after as well. In fact, many organizations **raise the most before** their event even begins. By promoting and sharing post-event, you will continue to gain viewers and donations long after your launch date.

Fact or Fiction?

VIRTUAL EVENTS CAN'T RAISE AS MUCH AS IN-PERSON EVENTS.

Fiction! Your average donation amount may be lower than your in-person event, but **your reach increases** (and sometimes dramatically), bumping up your overall fundraising total. Many nonprofits find they can **raise as much as, and often more** than, what their previous in-person events raised.

Fact or Fiction?

I HAVE TO GO 'LIVE' DURING A VIRTUAL FUNDRAISING EVENT.

Fiction! While many nonprofits choose to go live for their virtual event, it's certainly not a requirement. You can pre-record all or part of your virtual event and do so in a way that creates a **"live" feeling** to help engage your donors. Pre-recording allows you to **better control various elements** of your virtual presentation and reduces the stress of livestreaming in real time.

Fact or Fiction?

DONORS ARE STILL GIVING, EVEN DURING THE PANDEMIC AND ECONOMIC CRISIS.

Fact! People may be making financial adjustments, but philanthropy during a crisis will continue. Since the COVID lockdown, average gift size may be down 17%, but **online giving and revenue is actually up 26% year-over-year**.¹ This means many donors are eager to support those who need it the most during trying times and may even increase their giving.

Fact or Fiction?

VIRTUAL EVENTS ARE COMPLICATED: I'LL NEED A PRODUCTION COMPANY AND A TECHNICAL EXPERT.

Fiction! Using an outside company is only an option. The tech needed for a virtual event can be as simple as your phone/computer and some easy and inexpensive streaming services. Audiences respond to events that **feel authentic**, from the heart and fun—just be sure to **naïl the basics** and you'll do great.

Fact or Fiction?

VIRTUAL EVENTS WILL STILL ALLOW ME TO INTERACT WITH MY AUDIENCE.

Fact! There are actually many great ways to involve your audience in your virtual event and create moments for personal interaction. You can host a **live quiz**, have registrants **add comments** and **submit questions** for a **live Q&A**, or give shout outs and responses to comments on your livestream in real time.



We hope by **debunking the myths and confirming the facts**, that we've helped shed some light on misconceptions about virtual events and the results you can achieve when hosting them. You are now ready to plan your own successful virtual fundraiser with more confidence and ease.