



Raising more money for your mission, one step at a time

LOCKE STEP
PARTNERS

Danielle M. Locke, MPA, CAP®

440.610.4416 // danielle@lockestep.com
www.lockestep.com



FIVE TOP TIPS for a successful virtual event

1. Keep it brief, under 45 minutes
2. Keep it lively, use an engaging emcee
3. Tell stories, share photos and videos (no talking heads)
4. Use a simple online bidding/donation platform – not Facebook live
5. Go offline for online success (donor invite calls, call-in number to bid/donate)

Here is a list of suggestions for success

- Virtual events should be an hour or less. Pre-record as much as possible and save the live feed for the most important items such as a live auction with two or three quality items or a “fund the need”.
- Call every donor in advance to invite them to participate and answer questions they might have. Have your board and committee call and email all their friends and would- be table guests.
- Don’t be afraid to sell ads and/or sponsorships. In fact, online platforms often provide more visibility options (logo placement, pop-up ads, web links) than sponsors would typically get in a crowded event space.
- **Online Auction**
 - Open the auction/raffle in advance (a few days to a week in advance) and do not close until 9pm on the last day.
 - Include more household items on the auction at moderate price points. Jewelry and trips do not do well. Restaurants with takeout options are popular right now.
- **Technology**
 - Invest in a good videographer. It can make your event.
 - Have an easy to use online purchase/bidding system (I would not suggest Facebook) e.g. GiveSmart, OneCause, QGive, Qtego
 - Run a banner on your website with a call-in number in addition to online giving. Staff can take the calls. Some donors want to talk with a real person when giving.
 - Offer an option to pledge, some donors want to use stock or other financial sources that do not translate to online giving night-of.

