



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

LOCKE STEP
PARTNERS

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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.

- **Make it exciting**
 - Have an engaging emcee. Someone to keep the pledges coming in.
 - Make it fun and engaging with most of the content coming from your constituents, not talking heads.
 - Provide some form of entertainment. Mission moments are inspiring, but the whole virtual thing gets boring with just the auction and sponsor acknowledgements.
 - A live meter display so you can see how much has been raised compared to the goal.
 - Offer a matching gift
- Provide detailed instructions in advance and at the time of the event for people on how to bid and view. Bidding can be through an online platform and the virtual event streamed through YouTube.

Here are a few links to online guides

https://www.onecause.com/blog/5-signs-youre-ready-for-virtual-event/?utm_source=nurture&utm_medium=email&mkt_tok=eyJpIjoiWIRJeU56TTRZMlkwWXpBeClInQiOiJSY0NlQkNkRSt5R1FNelh0VWduYzhcL2lNVWNZMmMzcGpHQ0dxSW4rbTZ4aTNMWm1RRHdwOE1tekNoRUJqRFlwNnNBNjBXC9lbThsN2JaZDZITDBmZTd1R3dvV0xVOTThUUGxQWFuZW10YTZTc3BGT3NiM1hpaVwvY2w5ck11TjJciJ9

https://youtu.be/3xCL_NS4TP4

<https://www.youtube.com/watch?v=grGlkbwwRng&t=3s>

https://www.upayasv.org/blog/2020/3/10/virtual-reality-making-an-online-fundraiser-connect-with-donors?fbclid=IwAR00dMSX5gHwYICU8_Z8-GoawekA6LgOgS8XynGpOap90qzFzCYlset0G-Y

Here are some links to some well-done virtual events

Friendship APL online raffle

https://friendship.rallyup.com/84969c?fbclid=IwAR0lcCx_wLik0iFnD7fwZHk2S1l_a6DIzYomnbnitq96CarJzyaj0GDmkGg

FAVA online art auction

<https://e.givesmart.com/events/fj3/>

Lakewood Alive virtual 5K

https://www.facebook.com/events/2682020852115992/?active_tab=discussion

<https://rmhhouston.org/spiritofhope/>

<https://lighthousecm.home.qtego.net/>

<https://www.fayedfoundation.org/events/celebration-of-excellence/>

<https://www.facebook.com/BearPawRegionalGreenways/videos/289160118774278/>

<https://rmhccni.org/ungala/?fbclid=IwAR1B0rdZumBTiZ0bCulyRaGMwcOnCXKVCixJr40UqY0X1ke3R8wiUDLR278#pageblock-10270>