



31st Annual Role Model Dinner

LIVE EVENT TO VIRTUAL EVENT

DAWN BARRACK, DIRECTOR OF FUND DEVELOPMENT

DBARRACK@ALTERNATIVESFORGIRLS.ORG

Founded in 1987, Alternatives For Girls (AFG) is a Southwest Detroit – based nonprofit.

Mission:

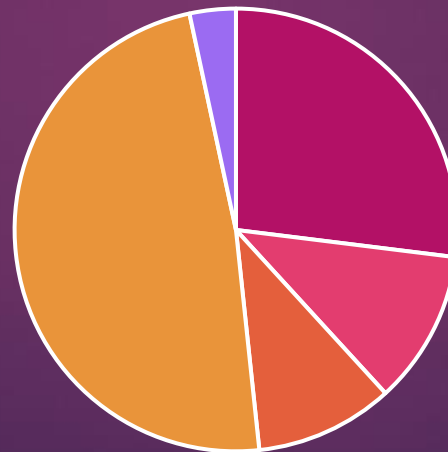
Alternatives For Girls helps homeless and high-risk girls and young women avoid violence, teen pregnancy and exploitation; and helps them to explore and access the support, resources and opportunities necessary to be safe, grow strong, and to make positive choices in their lives.

The Challenge: Alternatives For Girls (AFG) was preparing to host its 31st Annual Role Model Event on March 26, 2020.

On March 12, 2020 after discussion with AFG board and all COVID related media communication, AFG made the decision to cancel our in-person event that was coming up in 14 days and on March 13th sent out communication to all sponsors, attendees, auction donors and other event supporters.

As of March 12th AFG had \$199,200 in event revenue from the following sources:

Breakdown of Attendees



Corporate Sponsors (280)

Patron Sponsors (20)

General Table Sponsors (90)

Individual Tickets (43)

Misc Sponsors (10)

Okay, What's Next?

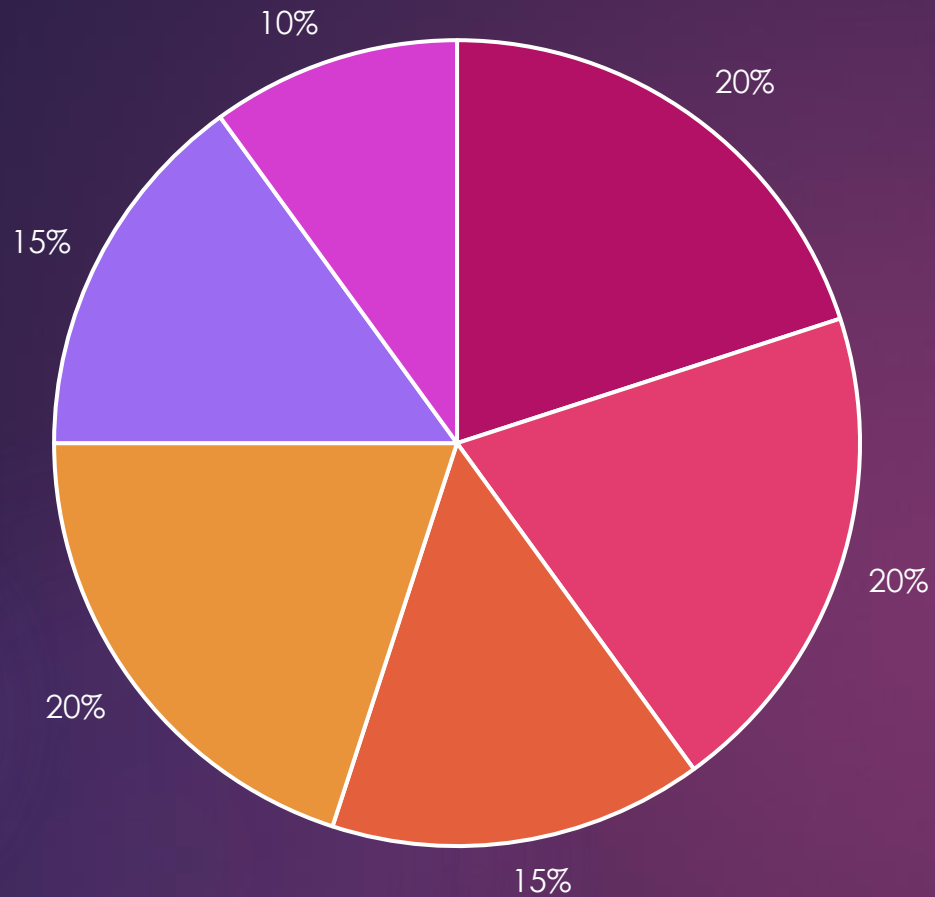
- Sponsor communication – offered them a refund if desired
 - Sponsors need to be recognized for their ongoing support
- Our AFG participant speakers have been rehearsing their stories to share
- Our 2020 Role Model Honorees need to be recognized and honored
- We have over 100 auction items sitting in our Development office (which is now closed to staff)
- Our programs and services are partially dependent on event revenue.

What could a Virtual Event Look Like

- Choose a format – Limited one-time fundraiser hosted on a landing platform
- Choose a platform- Greater Giving
- Plan – Pre-recorded videos (Role Model Honorees; AFG Presenters; AFG CEO)
- Promote- Social Media push; Constant Contact communication; Board engagement!
- Rehearse – N/A for our event
- Go Live (or in our case, pre-recorded)
- Follow up!

Divide and Conquer!

AFG



- Cultivation - Sponsors, Donors, Board
- Social Media Focus
- Pre-recorded videos and script
- Greater Giving platform coordination
- Silent/Live Auction promotions
- Fund the Mission

Director of Fund Development (Dawn)

- Sponsor and donor cultivation/ongoing communication
- Board engagement (roles and responsibilities)

Marketing and Fund Development Manager (LaTasha)

- Social Media Focus
- Pre-recorded videos: Honorees; AFG Participants; CEO
- Working alongside Special Events Manager to actively manage Greater Giving platform (sponsor recognition, etc.)

Special Events Manager (Katie)

- Liaison with Greater Giving platform/landing page
- Liaison with Development Coordinator to market all auction items.

Development Coordinator (Taylor)

- Silent and Live Auction item descriptions and photographed (VERY colorful and detailed and eye catching)
- Liaison with auction donors
- Assist with other pre, during and post event logistics

Virtual Event Outcomes – Turning Lemons into Lemonade!

AFG

Net Revenue	Projected Event Numbers	Virtual Event Outcomes
Sponsorship	\$180,000	\$168,000
Tables/Tickets	\$27,000	\$22,950
Silent Auction	\$25,000	\$20,405*
Live Auction	\$15,000	\$5,640*
Fund the Mission	\$60,000	\$28,510**
Miscellaneous	\$23,750	\$16,127
Expenses	22%	Actual 7%
Net Revenue		\$244,930***

***\$17,424 over previous year

Total Raised during virtual event: \$42,045

***Silent and Live Auction: \$26,045**

****Fund the Mission: \$16,000 of \$28,510**

+ 165 registered to participate

+ 101 bid on items/donated

Virtual Role Model Recognition Event and Auction Social Media Reach

AFG

Date	People Reached
April 23	3,466
April 24	1,693
April 25	1,528
April 26	2,612

Audience Interaction Stats

- Reached 1k
- 389 Event Page Views
- 58 Responses

Future AFG Events:

October 19, 2020 – Positive Choices Powerful Lives (Facebook Live Event)

December 2020 – Annual Holiday High Tea Event

March 31, 2021 – 32nd Annual Role Model Dinner, MGM Grand Hotel Detroit