

# VIRTUAL FUNDRAISING EVENT

AFP COLORADO – EDUCATION

DEBBY ROTH-BUSH: SENIOR STRATEGIC RELATIONSHIP MANAGER: GREATER GIVING



# WELCOME/HOUSEKEEPING

- This call is being recorded and the recording will be distributed
- Slides with Hyperlinks will be distributed
- All attendees on mute
- To ask questions use the question box AND raise your hand
- Presentation first - Time for Q&A at the end



# INTRODUCTIONS



# AGENDA

- What Elements Stay the Same
- What elements Change
- Virtual Model
- Key Vendors
- Tips
- Q&A



# DEFINE VIRTUAL

- Online only Auction
- Online only Special Appeal
- Pre-recorded videos released over time span
- Live broadcast with live Auction items and/or Appeal

# SHOULD WE BE FUNDRAISING?

- All research says yes
- Dump anything that doesn't implement services, measurably raise money
- Donor Love is more important now than ever before!



# CANCELLING, POSTPONING OR GOING VIRTUAL

- Messaging
- Ticket Refunds
- Sponsor Refunds or ???



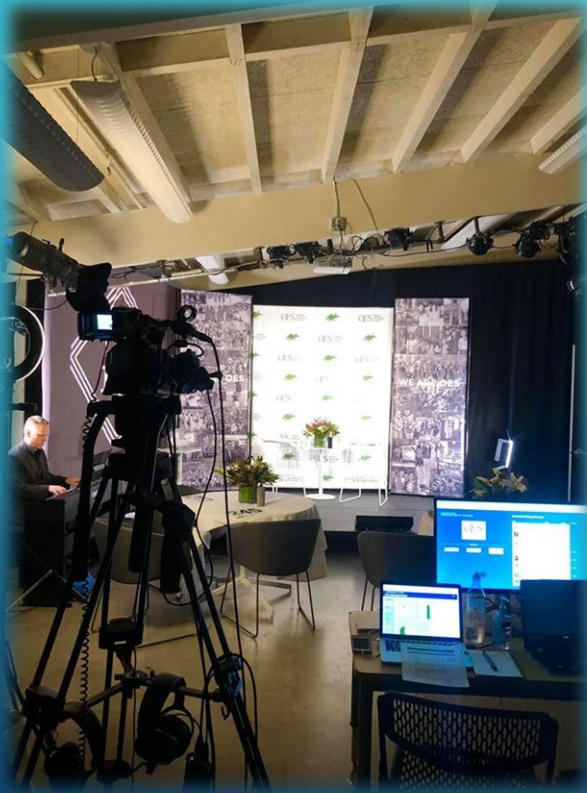
# WHAT STAYS THE SAME?

- Your Stakeholders
- Communication
- Storytelling
- Matching Funds
- Auction items carry over
- Do you already have mobile bidding?

# WHAT IS DIFFERENT

- Revenue Goal
- Communication
- Auction Items with Expiration Dates
- Pacing
- Program Length
- Fulfillment

# WHAT DO I NEED FOR STAFF/EQUIPMENT



- Online Bidding Software/payment capture
- Software Implementation & event day bidding support
- Auctioneer/Emcee
- Audio/Visual

# VIDEO SUPPORT DIY/OR PROFESSIONAL

How can the pro's help?

- 1) Creating new videos using existing photos and video footage from your archives
- 2) Creating videos using footage you generate on your own (plenty of tips and coaching offered!)
- 3) Making videos using animation - with text or voice overs
- 4) Or planning ahead now for live filming once we are on the other side of this
- 5) Sound
- 6) Lighting
- 7) Coaching
- 8) Switching – even remotely



# PRACTICE!

- Practice the Program
- Practice the switching



# ENGAGEMENT

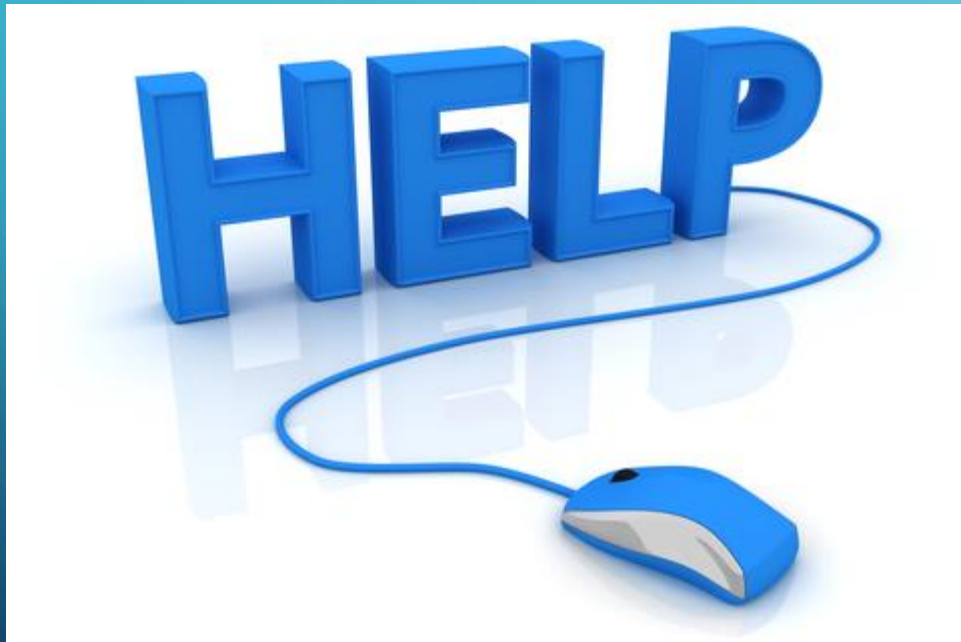
- Sponsor highlights
- Encourage sponsors to be lead donors to your FAN
- Swag bags or care packages delivered to attendees
- Chat on your streaming platform
- Regular texts leading up, during and after

# QUESTIONS?

- Type your questions in the Questions box – I'll try and unmute you so you can ask
- Contact info [droth-bush@greatergiving.com](mailto:droth-bush@greatergiving.com)
- 303-427-4186

# RESOURCES AND IDEAS

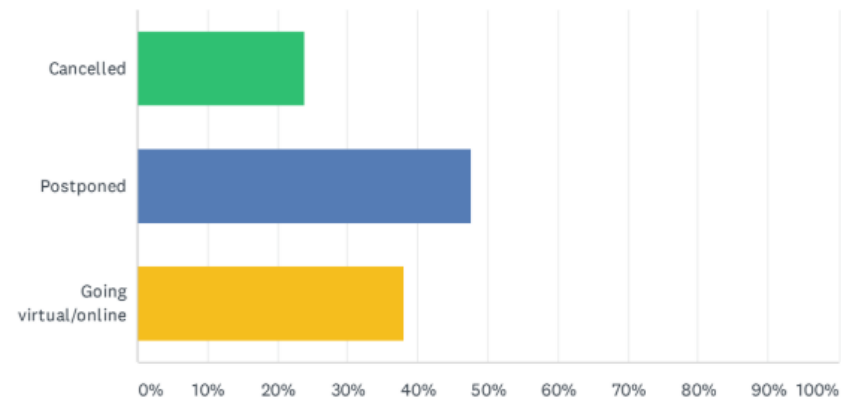
- Lots of extras here!



# SURVEY RESULTS

## Q1 Do you have an event that is

Answered: 21 Skipped: 0

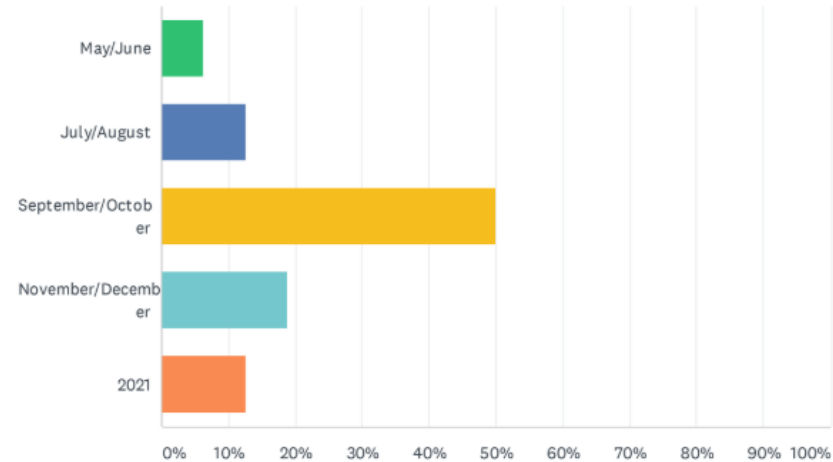


| ANSWER CHOICES        | RESPONSES |    |
|-----------------------|-----------|----|
| Cancelled             | 23.81%    | 5  |
| Postponed             | 47.62%    | 10 |
| Going virtual/online  | 38.10%    | 8  |
| Total Respondents: 21 |           |    |

# SURVEY RESULTS

Q2 If you have a postponed event, when are you looking to reschedule it?

Answered: 16 Skipped: 5



| ANSWER CHOICES    | RESPONSES |    |
|-------------------|-----------|----|
| May/June          | 6.25%     | 1  |
| July/August       | 12.50%    | 2  |
| September/October | 50.00%    | 8  |
| November/December | 18.75%    | 3  |
| 2021              | 12.50%    | 2  |
| TOTAL             |           | 16 |

# SAMPLE ASK

First of all, we hope you are well.

The [One Eighty Foundation](#) has partnered with [Toys for Kids](#) and Rick Rizzs to raise \$20,000 for the [Boy & Girls Club of Bellevue \(BGCB\)](#). **One Eighty Foundation will match the first \$10,000 of monies raised!**

BGCB is **one of the only Clubs staying open to service first responder families and vulnerable children**. They are in desperate need of funds in order to keep this program going.

Currently, they are doing whatever it takes to provide vital child care services by:

Keeping the doors open at the largest and most well-equipped Boys and Girls Clubs sites

Extending hours to 8 a.m.-6 p.m. to best meet the needs of our community

Serving three meals every day

Providing scholarships for families who cannot afford childcare

Following CDC and State Health Department protocols to keep kids and staff safe

**During this time, we need to band together. We hope you will join us to help our first responder families! Any amount you can donate will help.**

**[Donation Link:](#)**

Warm regards and stay healthy,



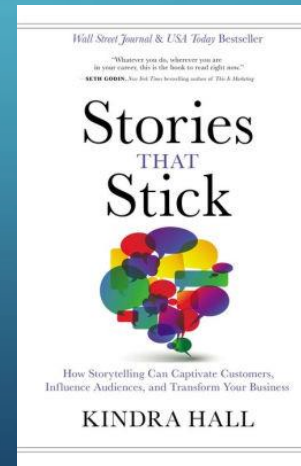
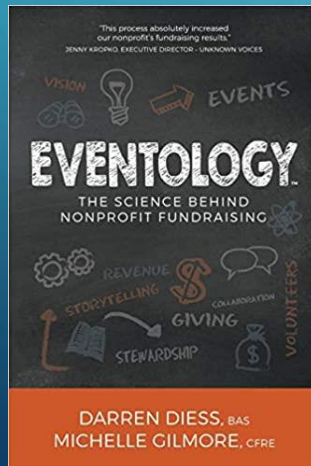
# WEBINARS I LIKED

- Bloomerang [Covid-19 and Your Nonprofit](#) – Sean Triner – ASK TEMPLATES
- Red Apple Auctions [“The next 6 months: Setting a gala strategy in light of COVID-19.”](#)
- [Embracing the Moment](#): Beth Sandefur Events
- [How does a VFG Work?](#) – Scott Robertson – registration required
- [The Show Must Go On – Fundraising Despite the Odds](#) – Swaim Strategies/Artisan Auctions

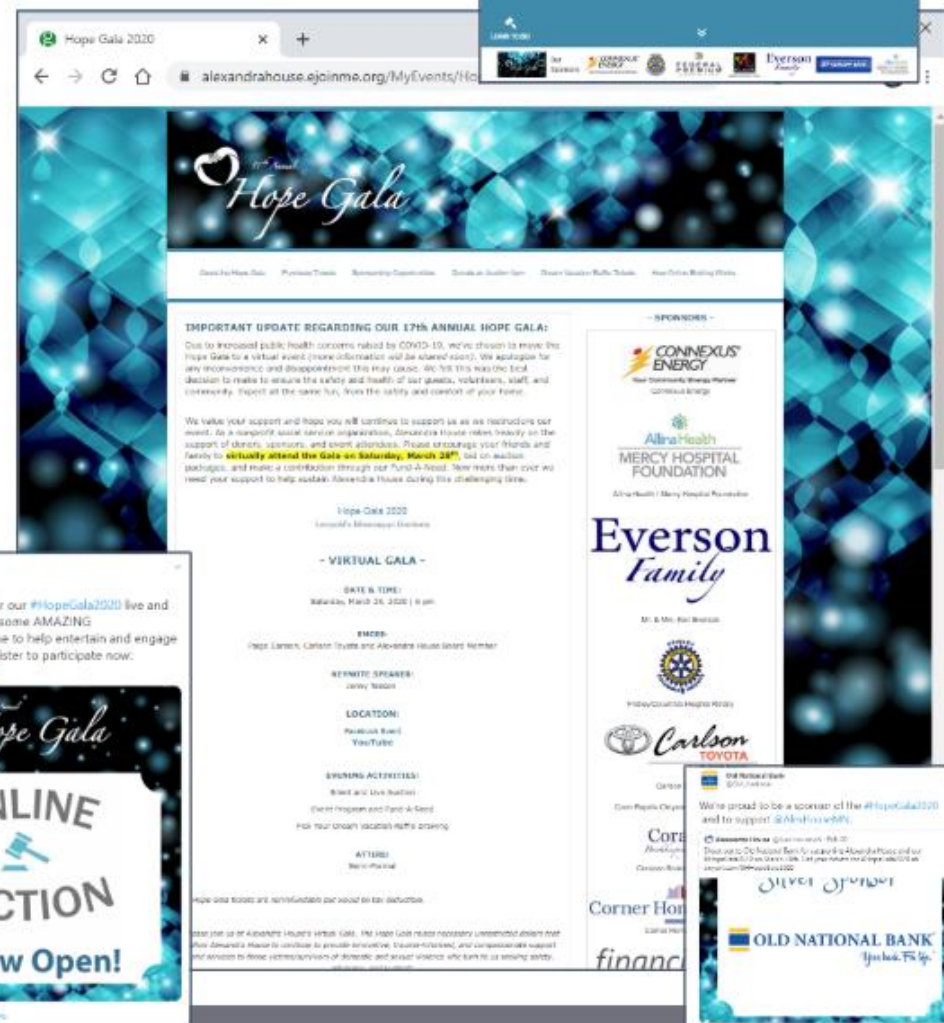
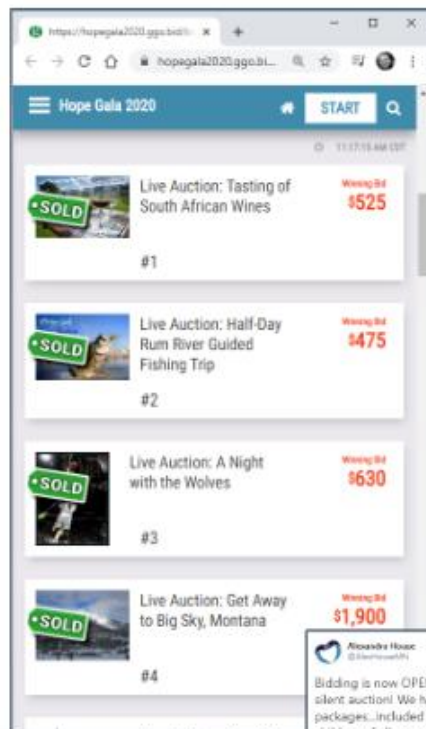


# BOOKS

- Stories that Stick – Kindra Hall
- A Higher Bid – Kathy Kingston
- Eventology – Darren Diess, BAS, Michelle Gilmore, CFRE



# Alexandra House, Minnesota - Live Stream Virtual Gala on YouTube

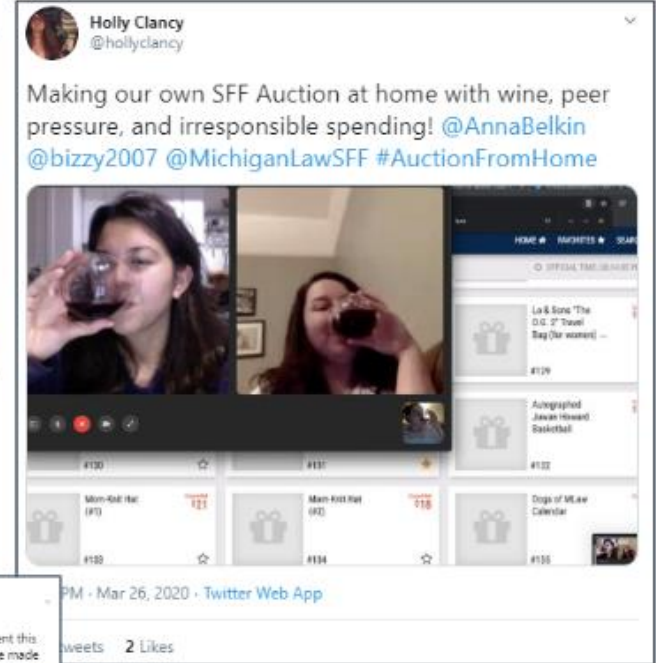
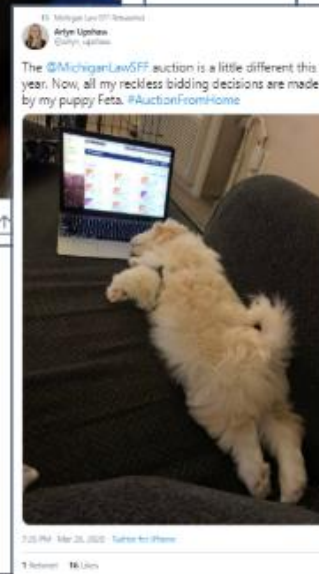
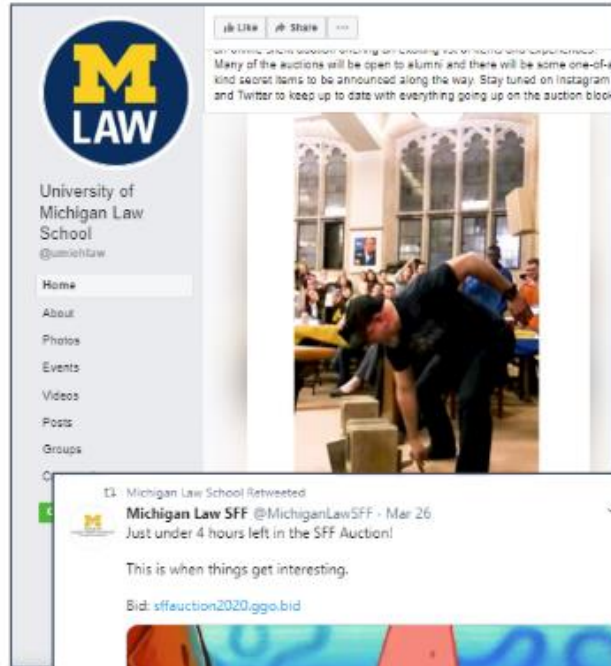


Online Payment Page:  
<https://alexandrahous.ejoinme.org/MyEvents/HopeGala2020/tabid/1101633/Default.aspx>  
 YouTube Live Stream "Virtual Hope Gala 2020"  
<https://youtu.be/eJ6j6gvP9hQ>  
 Online Bidding Page: <https://hopegala2020.ggo.bid/>  
 Social Media: <https://www.facebook.com/alexhousemn/>  
<https://twitter.com/AlexHouseMN/status/1243191210363236358>



# University of Michigan Law School

## Fantastic Promotion on Social Media.

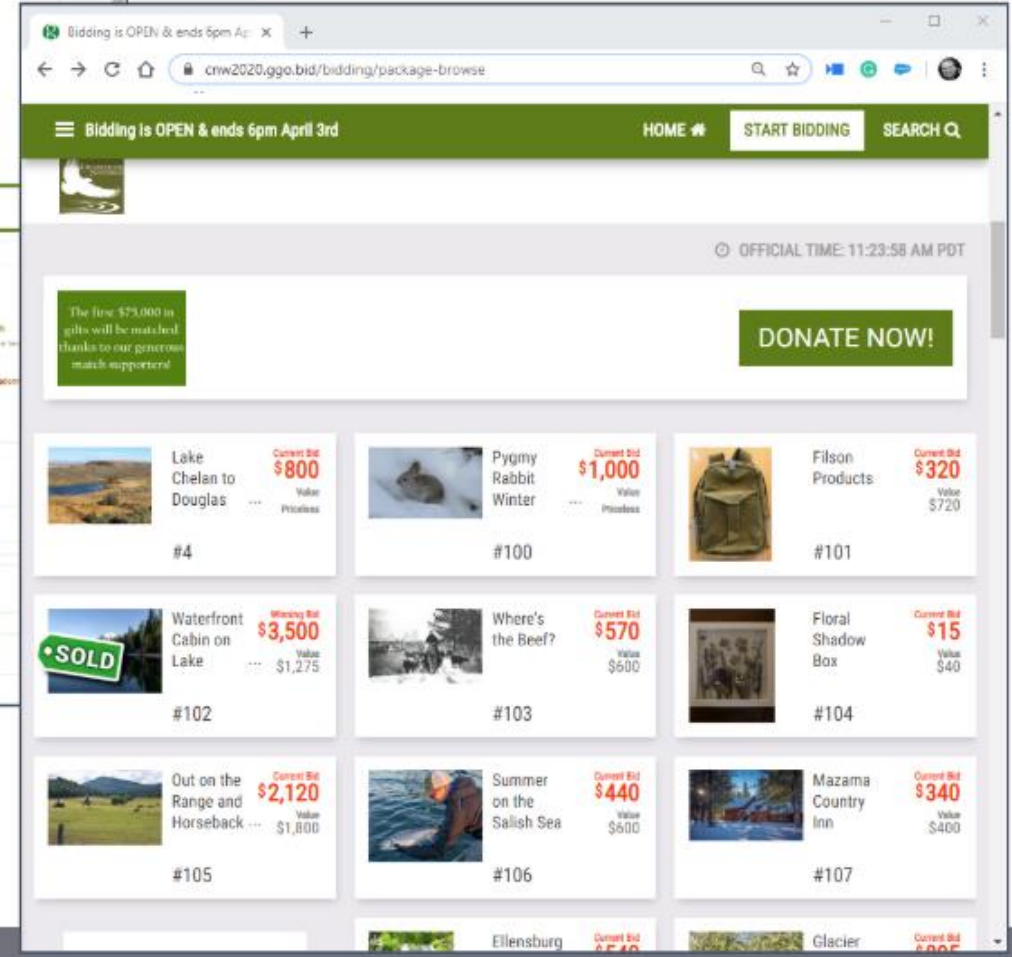


# Conservation Northwest - Seattle, WA

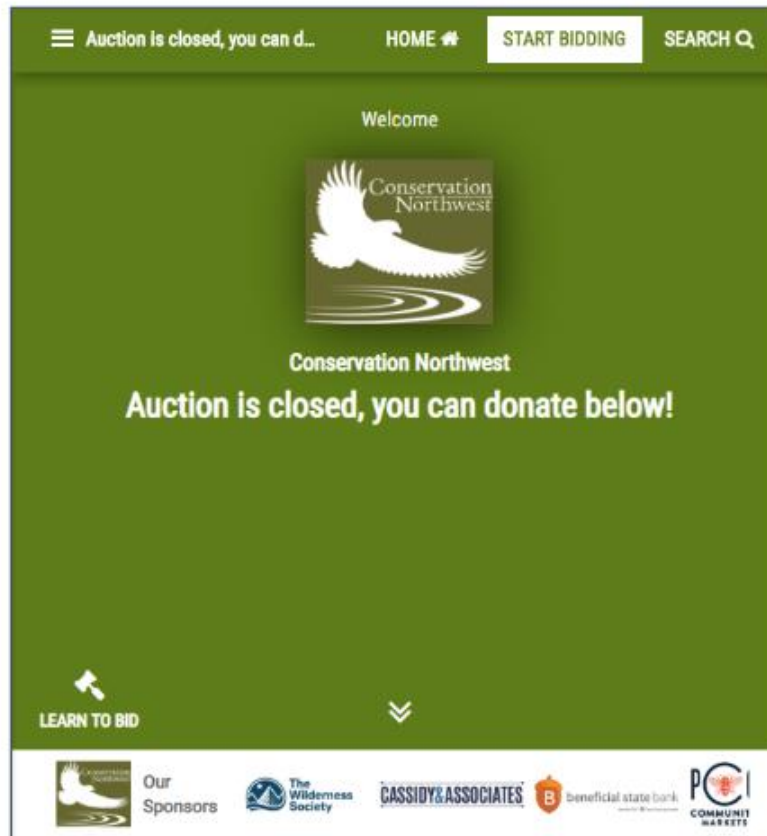
Live stream over Zoom.



Online Bidding: <https://cnw2020.ggo.bid/>  
Online Payments Page:  
<https://conservationnw.ejoinme.org/2020>  
Social Media:  
<https://twitter.com/ConservationNW/status/1244743495824183296>



## Conservation Northwest - Seattle, WA



<https://cnw2020.ggo.bid/bidding/package-browse>



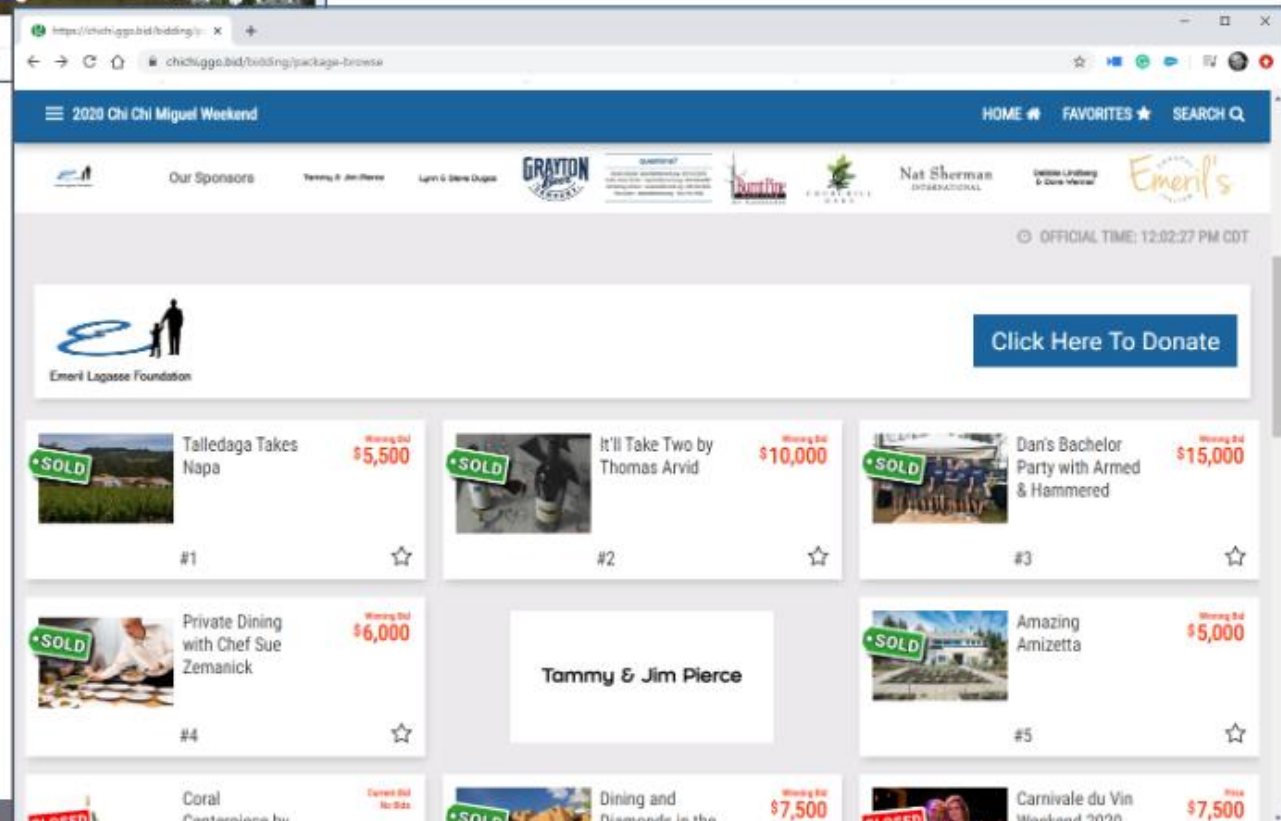
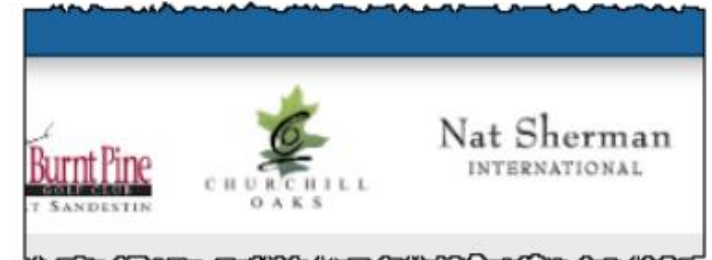
# Emeril Lagasse Foundation - 2020 Chi Chi Miguel Weekend

## online auction registration

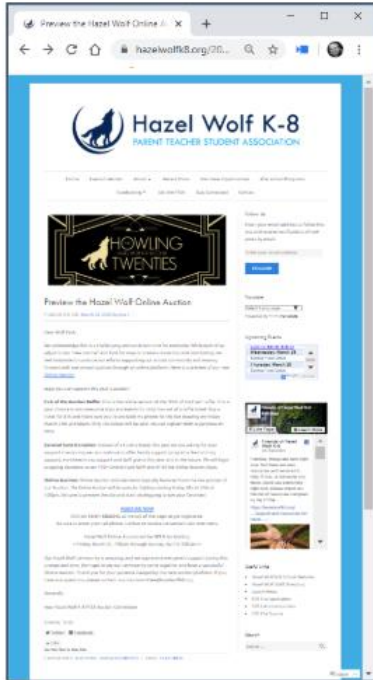
1. visit [chichi.ggo.bid](http://chichi.ggo.bid)
2. click 'Start Bidding' button in upper right hand corner of your screen
3. create your account (requires email verification)
4. click the link in your verification email
5. follow all prompts to complete your registration including payment information
6. begin bidding tomorrow at noon!



Website: <http://www.chichimiguel.com/auction>



# Hazel Wolf K-8 School



auction through an online platform. Here is a preview of our new [online auction](https://hazelwolf2020.ggo.bid/bidding/package-browse).

Ways you can support this year's auction:

**Pick of the Auction Raffle:** This is the online version of the "Pick of the Live" raffle. This is your chance to win awesome trips and events for only the cost of a raffle ticket. Buy a ticket for \$75 and make sure you're available via phone for the live drawing on Friday, March 27th at 6:00pm. Only 100 tickets will be sold. *You can register NOW to purchase an entry.*

**General Fund Donation:** Instead of a Fund-a-Need, this year we are asking for your support in ensuring we can continue to offer family support programs like tutoring support, enrichment trip support and staff grants this year and in the future. *We will begin accepting donations to our PTSA General Fund NOW and AFTER the Online Auction closes.*

**Online Auction:** Online Auction includes items typically featured from the live portion of our Auction. *The Online Auction will be open for bidding starting Friday, March 27th at 7:00pm. Be sure to preview the site and start strategizing to win your favorites!*

[REGISTER NOW](#)

Click on **START BIDDING** at the top of the page to get registered.

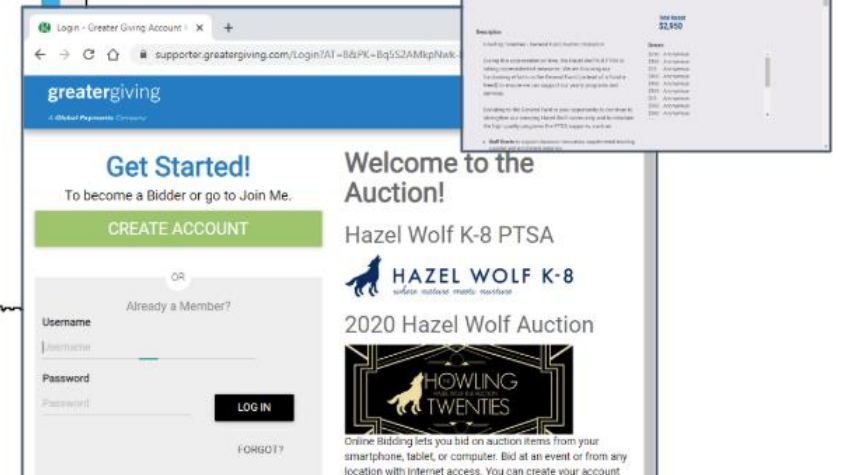
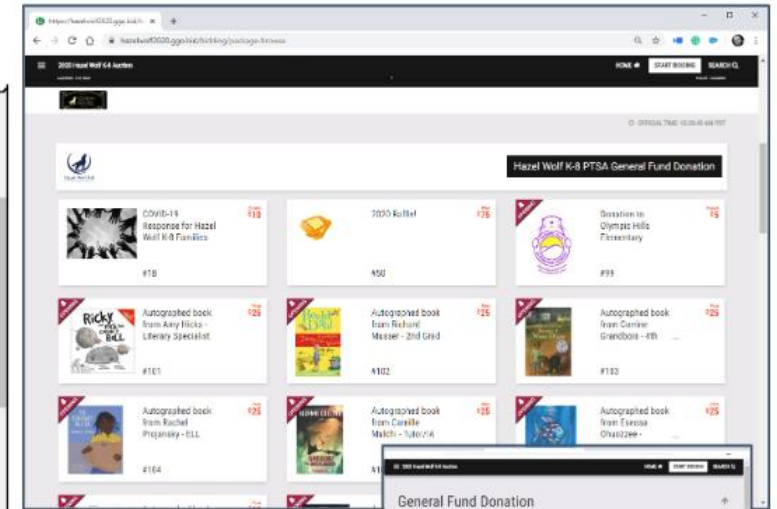
Be sure to enter your cell phone number to receive convenient text reminders.

Hazel Wolf Online Auction will be OPEN for bidding  
>>Friday, March 27, 7:00pm through Sunday, April 5, 9:00pm<<

Our Hazel Wolf community is amazing, and we appreciate everyone's support during this unexpected time. We hope to see our community come together and have a successful Online

<https://hazelwolfk8.org/2020/03/23/preview-the-hazel-wolf-online-auction/>

<https://hazelwolf2020.ggo.bid/bidding/package-browse>



# American Heart Chicago

**American Heart Association Chicago**  
April 4 at 8:21 AM

Chicago, the Heart Ball virtual auction is on!

Today you can support the mission of the American Heart Association by bidding on some incredible auction packages — Caribbean vacations, tickets to the World Series and an at-home dinner party from a private chef, to name a few.

The auction closes at 9 p.m. tonight, so visit <https://chicagovirtualauction.ggo.bid> to place your bid.

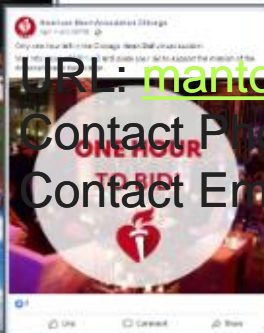


11

Like

Comment

Share



**American Heart Association Chicago**  
April 2 at 7:10 PM

The first-ever Chicago Heart Ball virtual auction is live! Our Heart Ball emcee, Val Warner from ABC 7 Chicago's Windy City LIVE, is joining us for an online celebration of the incredible work our volunteers and donors have done to create a healthier Chicago.

From now until Saturday at 9 p.m., you can support the work of the American Heart Association by bidding on some fantastic packages. Visit <https://chicagovirtualauction.ggo.bid> to register to bid!



52

3 Comments 5 Shares

Like

Comment

Share

Most Relevant

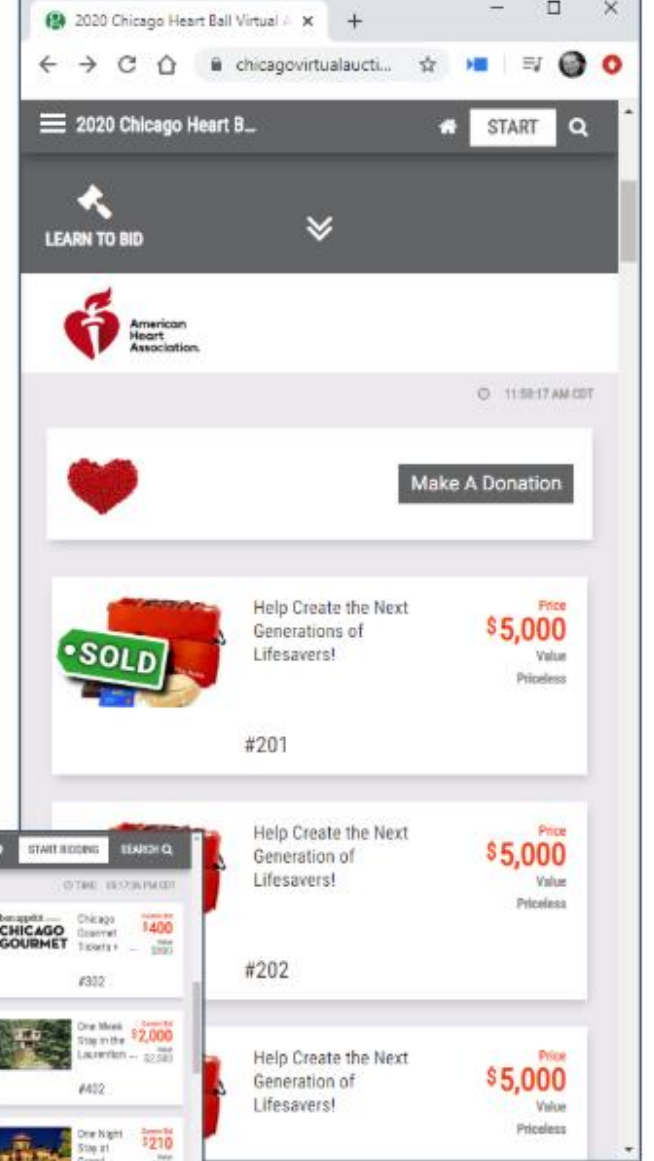
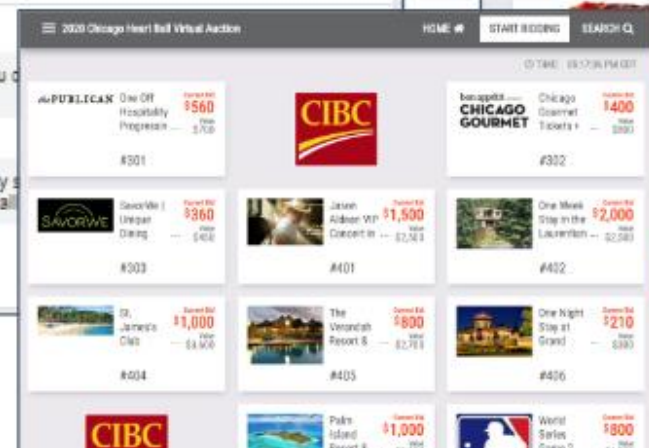
Linda Latimore Hey Val you did the best

4d

Terry Pender Hey Val my son and perform his rap music yall

4d

View 1 more comment



Social Media: <https://www.facebook.com/AHChicago/videos/666387380595813/>

<https://twitter.com/HeartChicago/status/1246557878955237379>

# TASSAJARA HILLS

- <https://www.facebook.com/TassajaraHills/videos/585139838747739/>



# MARKETING IDEAS



- Brush and Easel
- Museum asks People to Recreate Paintings with Stuff They can Find at Home
- Cell phone choir or orchestra or online music lessons
- Science and Industry Museums – online science classes for kids?
- Animal Shelter Virtual Adoption Fair

# VIRTUAL EVENT RECORDINGS IN STUDIO

- **a. Portland Philharmonic (Portland, OR)** – March 11, 2020 – A breakfast, fund-a-need only event. YouTube Live was the streaming platform – There was no auction software used. Instead, guests were directed to the group’s website to a “donate now” button. A professional A/V company (The AV Department) managed the production work (camera, etc) in the nonprofit’s offices. **Amount raised:** \$91k. Prior year: \$97k. [Link is here.](#)
- **b. Oregon Episcopal School (Portland, OR)** – March 14, 2020 – An evening event with raffle, silent auction, live auction, and fund a need. YouTube Live was the streaming platform. Auction software was GreaterGiving. The production company was The AV Department. They closed the silent auction BEFORE the live event. **Amount raised:** Over \$626k -- a new record for them. [Link is here.](#)
- **c. Caitlin Gabel School (Portland, OR)** – March 14, 2020 – An evening event with silent auction, live auction, and fund a need. YouTube Live was the streaming platform. Auction software was GreaterGiving. The production work was managed in-house. They opened the silent auction for 24 hours AFTER the live event. Unlike some other recordings, they allow you to see the “Live Chat,” which you might find interesting. **Amount raised:** Over \$600k. [Link is here.](#)
- **d. Corpus Christi School (Pacific Palisades, CA)** – March 14, 2020 – An evening event with silent auction, live auction, and fund a need. YouTube Live was the streaming platform. Auction software was GiveSmart. The production work was managed in-house, though a comment was made indicating that they had paid a GiveSmart rep to monitor the auction software. They closed the silent auction AFTER the live event. **Amount raised:** No totals given, but Head of School said they raised almost the same net amount as the prior year’s “in-person” gala. [Link is here.](#)
- **e. The Heights Foundation (Fort Myers, FL)** – March 24, 2020 – An evening event with silent auction, live auction, and fund a need. YouTube Live was the streaming platform. Auction software was Givesmart. Silent auction closed about 10 minutes AFTER the live auction. This group appears to have had fewer than 10 people on set. **Amount raised:** \$228,890. [Link is here.](#)
- **f. Gateway Public Schools (San Francisco, CA)** – March 14, 2020 – All-volunteer effort that includes a pre-event online auction, silent auction (different items than the pre-event online auction), live auction, Fund a Need, various filler games and even a talk-show format. This is a meandering 5-hour production. YouTube Live was the streaming platform. Auction software was GreaterGiving. **Amount raised:** Goal was to raise \$70k to supplement funding they get from the state and they hit it. Typically before auction, they would raise \$25k from ticket sales and pre-auction online work, but they started behind at \$10k this year. [Link is here.](#)



# RECORDINGS TO WATCH - QUARANTINE STYLE

[2020 Wish Night](#) – Make a Wish

[2020 MICC Masquarade: Virtual Gala](#) – MN Independence College, Fladeboe Auctions (small groups)

[2020 Virtual Hope Gala](#) – (Domestic Violence) Stacey McCurnin, Auctioneer prerecorded

[Lesson's Learned from a 3-day Pivot](#) – Washington Performing Arts' Virtual Gala

[Good Shepherd Catholic School](#) – CO Beyond the Call and Bolder Events

For more – visit Youtube.com search 2020 virtual gala



# BLOG ARTICLE – ARE YOU TECH READY?

