

# RAISE AGENT

## EVENT PIVOT

### Create Virtual Event Plan

Whether big or small, every event should have a strategy. Start with a key goal and concept, then take it from there. The earlier you can get planning, the better.

- Before hosting a virtual event, answer the following questions:
  - What kind of experience do you hope to deliver?
  - Where do I want the content to be seen?
  - When is the best time for the event?
  - Will you require event registration?
  - What tech is needed to execute the event?
  - How will you promote the event?
  - What Key Performance Indicators and data do you plan to track?

Plan should include answers to those questions, plus develop a planning timeline, research audio/visual resources, and sharpen your fundraising strategy.

- Tips and suggestions on how to pivot to virtual fundraising event:
  - Live Stream Event
    - Create Event Team for content creation, production, and fundraising.
    - Communicate your pivot and have key stakeholders spread the word
    - Create a concise 45-60 minutes program run of show (average watch time is 26 minutes and drop off time occurs at 50 minutes).
    - Develop mission-focused content and storytelling
    - Dedicate a FAQ section on your website with event information (When, Where, How and Why).
    - Create two slide decks: one for Pre-Cast (30 minutes before you go live with instructions on how to watch, donate and bid) and one for Go Live program that follows your run of show.
    - Offer RSVP incentives to encourage pre-registration and generate excitement
    - Watch-2-Win drawings - encourage viewers to keep watching by offering 2-3 drawings throughout the program.
    - Pre-record messages to use in live stream. Reduces any technology glitches on the production side.
    - Rehearse and test all equipment, bandwidth, and platform before Go Live.
    - Activate donor stewardship the week-of your event by sending wine, cards, and meals.
    - Engagement is essential - promote Facebook or Zoom watch parties and utilize the comment interactive feature in live stream to shout out viewers and donors.
    - Spend time on visual content. Clear graphics and fonts for live stream, use the lower third of the screen for overlay of speaker name, titles, and how to bid/give.
  - Fundraising
    - Online Auction - open online auction one week prior to virtual event. Close online auction after your live stream ends.
    - Procure items such as local excursions, home improvement, gardening, and wine
    - Step-by-step instructions on how to participate and register as a bidder
    - Use social media as a bigger marketing tool than you have before
    - Offer raffle packages with one prize or multiple prizes
    - Mission-impact storytelling with immediate call to action with ask for donations
    - Collection with mobile bidding software, online donations or text to give
    - Share recorded live stream post-event with call for donations