

The NONPROFIT ACADEMY

TheNonprofitAcademy.com

PRESENTS

THE FUTURE OF FUNDRAISING EVENTS

with Sam Swaim & Kristin Steele

#npapresents

elevating fundraising events ◀

The Future of Fundraising Events

Why Do People Give?

BE A PART OF
SOMETHING

TO BE KNOWN

TO MAKE A
DIFFERENCE

Virtual Event Success

- ^ Hitting increased and more diverse attendance
- ^ Creating access for attendees to participate from anywhere
- ^ Removing barriers to participation
- ^ Meeting and exceeding revenue goals
- ^ Cheaper to produce
- ^ Community Centric Fundraising vs. Donor Centric

But What is a Virtual Event?

- ^ It's a **TELEVISION** show
- ^ One-on-one experience with your viewer
- ^ 60 minutes vs. 3 hours



Virtual Gala

- ^ Online Auction
- ^ Pre-Recorded Speakers
- ^ Pre-Recorded Videos
- ^ Live Host
- ^ Live Fundraising
- ^ Landing Page

Wish Ball
THE HOPE IS ESSENTIAL VIRTUAL GALA • FRIDAY, OCTOBER 9, 2020 • 7:00 P.M.

[ADD TO CALENDAR](#) [REGISTER TO BID](#) [ONLINE AUCTION](#) [MORE INFO](#) [DIAMOND RAFFLE](#) [MAW PAJAMAS](#)

Scroll down to **DONATE** or text **WISHBALL** to 44-321

For event tech support, call or text 503-564-3044 between 6-8:00PM (PDT) on Friday, October 9.

\$178,953 of \$500,000 109 Donors

\$5,000
To donate, scroll down
or text **WISHBALL** to 44-321

Bryon Thompson	\$33
Tiffany Wilson	\$26
Eric S. Lee	\$312
US Bank	\$1,065
Andrew Lauer	\$1,021

Make-A-Wish
OREGON

Join us on Friday, October 9
at 7PM for our virtual event!

Scroll down to **DONATE**
or text **WISHBALL** to 44-321

Steward Donors in Real Time

- ^ Name on screen
- ^ Name said out loud
- ^ Thermometer and chat create collective action
- ^ Back step giving
- ^ Fill the gap
- ^ Recall

Bidder #124

HOME # FAVORITES ★ SEARCH Q

Salud! The Oregon Pinot Noir Auction

GOAL
\$350,000

FUNDS RAISED
\$ 287,300

THANK YOU TO ALL OUR DONORS

\$1,000	David Millman
\$1,000	Domaine Drouhin Oregon
\$1,000	Eugenia Keegan
\$1,500	Dr. Ralph & Marilyn Helzerman
\$1,000	Gary Homer SMIWE
\$1,000	Lori Long (271)
\$1,000	King Estate Winery
\$1,000	David Adelsheim
\$1,000	Sarah Horner
\$1,000	Amreich Messana
\$1,000	Kayt Mathers (285)
\$500	Luisa Ponzzi (463)
\$1,000	Michelle Griffin (333)
\$2,500	Silicon Valley Bank
\$5,000	Nancy Ann Ponzi
	Bethel Heinrichs

\$1,000

Pre-Committed Gifts

- ^ Surprise giving at \$1,000 level and below
- ^ Pre-commit all larger gifts
- ^ Use a match at mid level
- ^ Use an incentive at low level

DARE TO DREAM GALA

ADD TO CALENDAR
MORE INFO
DONATE
START SHOPPING

For event tech support, call or text 503-564-3044 between 4-7 p.m. on Friday, October 23rd.

DARE TO DREAM GALA AFTERPARTY!

DJ YUNGUPTOWN

\$457,174 of \$500,000 **466 Donors**

Anne Wood	\$250
Jean Livingston	\$50
Greg D. Marberry	\$51
laurarose@jiffinet.org	\$108
Nancy and Doug Bovee	\$256

TEXT "OSF" TO 44-321

Oregon Shakespeare Festival

Join us for this LIVE virtual event on Friday, October 23 at 5PM (PDT)

To donate, text OSF to 44321.

10 minutes

Chapter 1

- ^ Welcome / opening
- ^ How to play along at home
- ^ Community-sourced content



15 minutes

Chapter 2

- ^ Our story: how your mission is working **AT THIS TIME**
- ^ ED speech / video: about your mission **NOW**



20 minutes

Chapter 3

- ^ FUNDRAISING
- ^ Appeal story + ask
- ^ Collection



15 minutes

Chapter 4

- ^ Celebration
- ^ Keynote, honoree, entertainment
- ^ Leave viewers on a high note



Sponsorship Broadcast Benefits

- ^ Commercial in pre-show or post-show
- ^ Speaking role in pre-show (pre-record)
- ^ Corporate safety

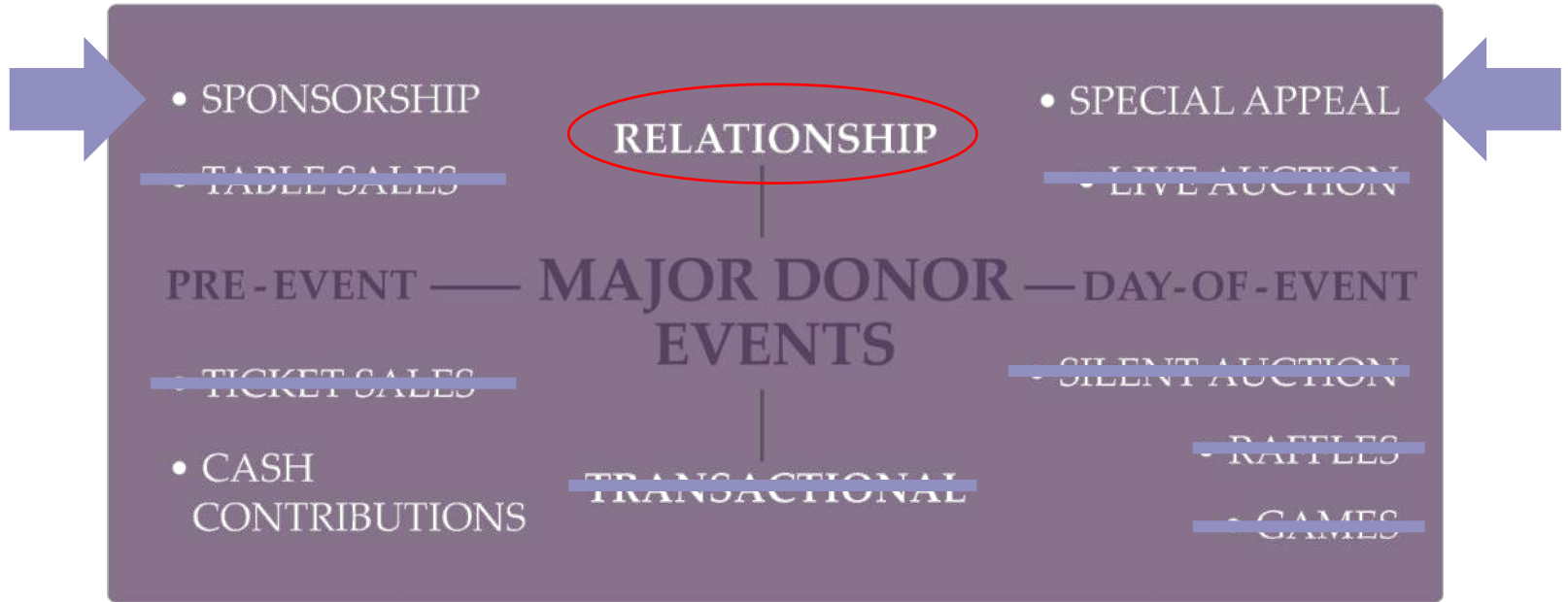


Some Numbers / Trends

- ^ Auctions – 80% of Value
- ^ Appeal – 120% More
- ^ Time – 80% Less
- ^ Cost – 75% Less
- ^ Audience – 20% New
- ^ Attention – 50 minutes



Virtual Revenue Strategy



Hybrid Events

Consider it Two Events with Overlapping Moments

Risk Assessment

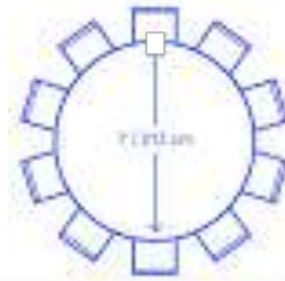
- ^ Is gathering worth the risk of people getting sick?
- ^ Is gathering worth the risk of death?
- ^ What is your risk tolerance?
- ^ Do you have a compliance officer working with all vendors to ensure that all CDC guidelines are followed?
- ^ Do you want to receive compliance officer training?
healtheducationservices.net

Risk Assessment

- ^ Venue considerations
 - ^ Registration
 - ^ Seating capacity
 - ^ HVAC
 - ^ Direct service boxed catering
 - ^ Venue guidelines
- ^ Government + CDC Guidelines
 - ^ Not linear
 - ^ Constantly changing
 - ^ CDC recommendations are just GUIDELINES
 - ^ Different geographic regions experiencing different risk

Considerations

- ^ Venue costs vs. capacity—how will this impact net?
- ^ Donor comfort level
 - ^ Two audiences (donors not in the room)
 - ^ Survey guests
- ^ Safety enforcement
 - ^ Health screening stations
 - ^ Vaccination status
 - ^ Guest agreements
 - ^ Mixed audiences



A socially-distanced 500-person ballroom turns into a 120-person maximum ballroom.

Risk Assessment

- ^ Additional considerations
 - ^ Additional expenses
 - ^ Additional volunteer needs
 - ^ Staff + volunteer safety
 - ^ Refund / cancellation policies and contracts
 - ^ Sponsor attendance (not likely until end of 2022)

2021 Phased Approach

- ^ Plan for a virtual event
- ^ Small hybrid event
 - ^ Add small gatherings to virtual when it is safe
 - ^ Allows for peer-to-peer fundraising
- ^ Large hybrid event
 - ^ Add virtual into future large events
 - ^ Meet people where they are
 - ^ Remove barriers to participation

Small Event Hybrid Program is Virtual

- ^ House-Party-Style Viewing Parties
 - ^ Based on hosts' comfort level
 - ^ Following restrictions on gathering size
 - ^ Have a host agreement
 - ^ Provide a host party packet
 - ^ Virtual event viewing
 - ^ Participate via mobile bidding



Event Model + Peer-to-Peer Model

Large Hybrid Event Program is on Stage

- ^ Considerations when allowed and safe
 - ^ Not everyone will feel safe in large group gatherings*
 - ^ Access created for all to attend
 - ^ Out-of-area donors being engaged

**assuming CDC deems large-scale gatherings safe again*



Design Based on Outcomes

- ^ What if every event immersed your donor in your mission?
- ^ Design backward
- ^ Don't overpromise and under deliver
- ^ Focus on story + relationships
- ^ Sponsorship + appeal
- ^ Opportunity to deploy other types of fundraising models with the event model



Future of Events

- ^ Community centric
- ^ Virtual or hybrid
- ^ Smaller but more impactful
- ^ Real human connection
- ^ Immersive
- ^ Mission forward
- ^ Story + experience



Fundraising Now

- ^ Community centric
- ^ Make bold asks
- ^ Direct donor solicitation
- ^ Campaigns



Join us for
Elevate: A Conference for Fundraising Events



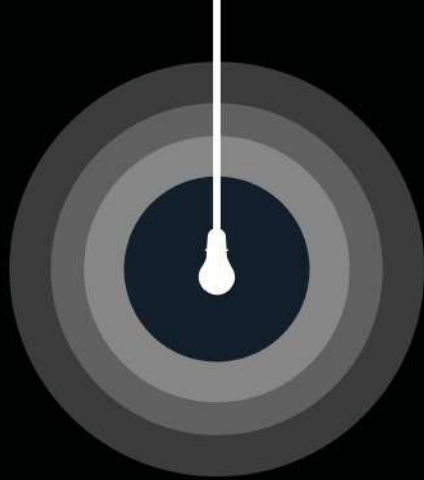
JUNE
14-15
2021

A CONFERENCE FOR FUNDRAISING EVENTS



with keynotes **Priya Parker** and **Shari Dunn**

elevatenonprofit.com



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