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# TIPS, IDEAS & GUIDELINES FOR PRESENTING A VIRTUAL FUNDRAISING EVENT



Partnership Resources Group  
fundraising for effective change

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# Tips, Ideas & Guidelines for Presenting a Virtual Fundraising Event

*Prepared by Partnership Resources Group to assist your organization in making the shift from onsite to virtual event planning and implementation.*

Partnership Resources Group is listening to our clients and the many organizations who are adapting and responding to our ever-changing environment. To support your efforts to stay with the changes, PRG is here to help you create Practical Fundraising Action Plans.

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# **Topics**

**COMMUNICATIONS ELEMENTS**

**ENGAGE YOUR MAJOR DONORS IN EVENT PLANNING**

**SPONSOR ENGAGEMENT**

**IF YOU'RE DOING AN AUCTION—SOME IDEAS**

**CONSULTANT SUPPORT OPTIONS**



## COMMUNICATIONS ELEMENTS

- Select the program for registration and donation payments. which is accurate, simple and conforms to your accounting software.
- Mobile Responsiveness - everything you do needs to function and look good on multiple mobile devices and platforms
- Use Social Media to promote the event and develop content



- Consider using professional business communications tools that replace or supplement internal emails and support all stakeholders on various devices/ platforms: (eg: SLACK, FLOCK, FLEET, SHANTY).

## ENGAGE YOUR MAJOR DONORS IN EVENT PLANNING

- Create a MD focus group to assist in your virtual event planning phase.
- Invite a few, select major donors to participate as presenters or to advise on the show flow and on segments like the fund-a-need.
- Create an exclusive major donor reception prior to the main event with a celebrity, guest chef, special drinks and appetizers, costume competition, etc. This could replace your annual 'Investor Briefing' for major donors.
- Have volunteers drop a 'goody bag' off to each of your major donors prior to the event (or reception) with food, beverages and other items which will tie-into your program.



## SPONSOR ENGAGEMENT

- Restructure sponsor benefits from past events to work in virtual environment
- Offer 30 sec. videos from your sponsors to be sent to registered guests with their pre-event materials.
- Provide links to your sponsors' websites both before and after the event
- Consider including a 20 second 'testimonial' in your program from your chief sponsor presenting why they support your organization
- Encourage sponsors to become your lead donors in your fund-a-need



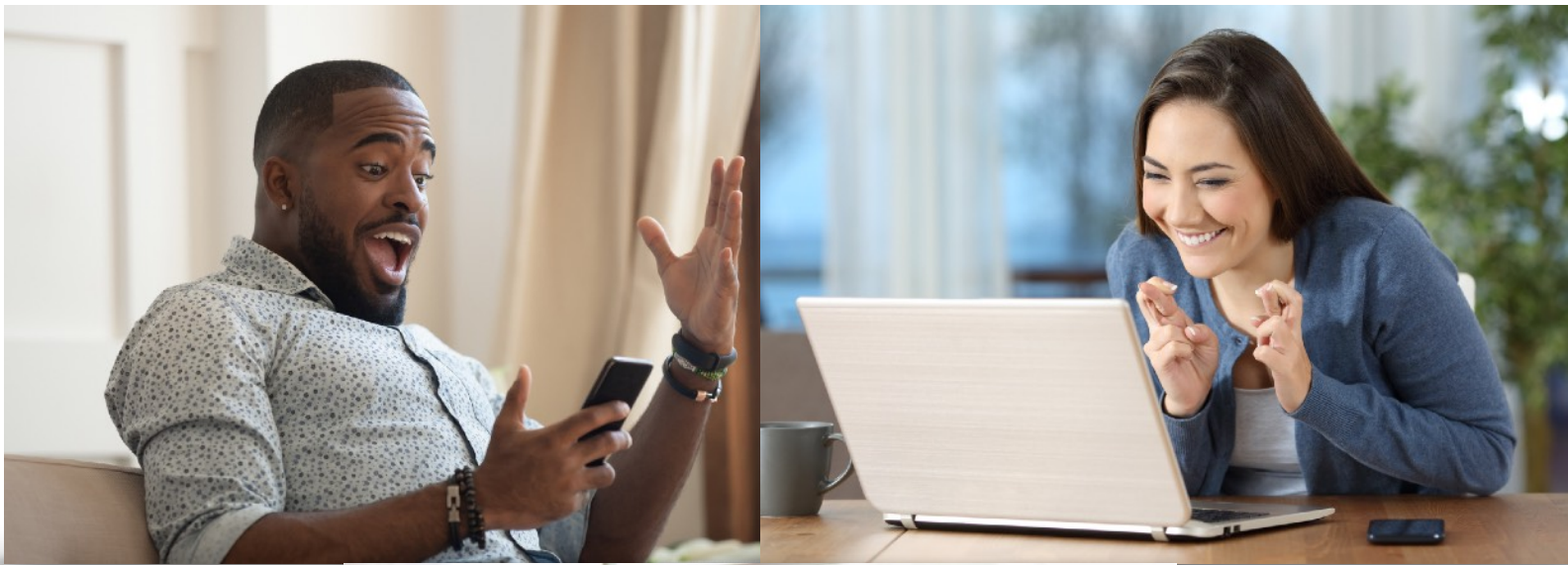


# AUCTION



## IF YOU'RE DOING AN AUCTION—SOME IDEAS

- Use online/mobile auction software that integrates with your database
- Make joining, watching and bidding clear and easy
- Even if the auction has been running for a few weeks prior to the event, have a pre-event showing of items with 'last chance to bid' notices
- During COVID, focus on local experiences and regional travel items
- If possible, offer mission-related experiences that people can do when they are able to get together again
- Extend expiration dates of experiences



## CONSULTANT SUPPORT OPTIONS

- Visual event consultant/manager to advise you on all aspects of shifting your event to virtual
- Specialist in designing and conducting online auctions including software selection and utilization; may also function as your on-line auction monitor
- Technology advisor—responsible for selecting the digital platform that best fits your program and audience and for managing the show
- Social Media Advisor to help maximize the electronic ‘buzz’ about your event
- Event MC/ Fund-a-need Leader- usually best if this role can be filled by the same person; someone who has demonstrated capacity with electronic events
- Live-stream chat room monitor to assist the technology advisor and keep the participation flowing.

