

onecause®
POWERFUL FUNDRAISING SOLUTIONS

Hybrid Event Fundraising Strategies

IT'S THE FUTURE



Session Hosts



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OneCause



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Director of National Sales
OneCause



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RKD



NEW NORMAL

- Rethinking traditional formats
- Online & Virtual engagement
- Reaching donors where they are

SHARE IN CHAT

What are your fundraising plans for 2021?

- a. Going virtual with > 1 event
- b. Testing a hybrid event
- c. Fingers crossed for an in-person event
- d. Doing online only campaigns
- e. Still unsure

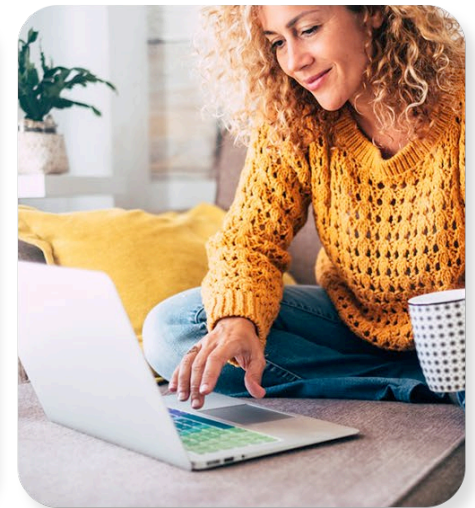
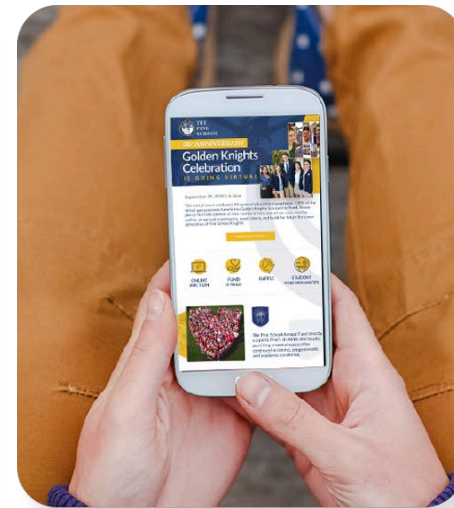
hybrid fundraiser

noun

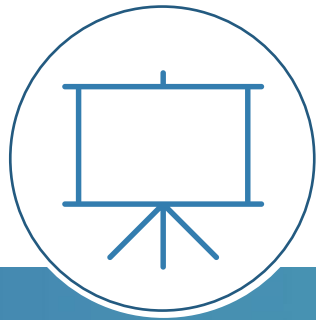
1. an event that takes place online and in-person. Two audiences engage in your fundraising, at the same time, just from different locations.

SOLVING FOR HYBRID EVENTS

1. Maximize Reach
2. Multi-media Programs
3. Live Fundraising
4. Engagement Activities
5. Combined Experiences



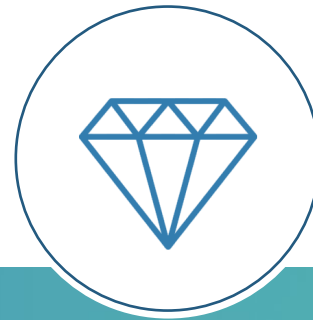
TYPES OF HYBRID FUNDRAISERS



Viewing Parties



Broadcast
Headquarters



Small VIP Events



Peer-to-Peer &
Outdoor Events



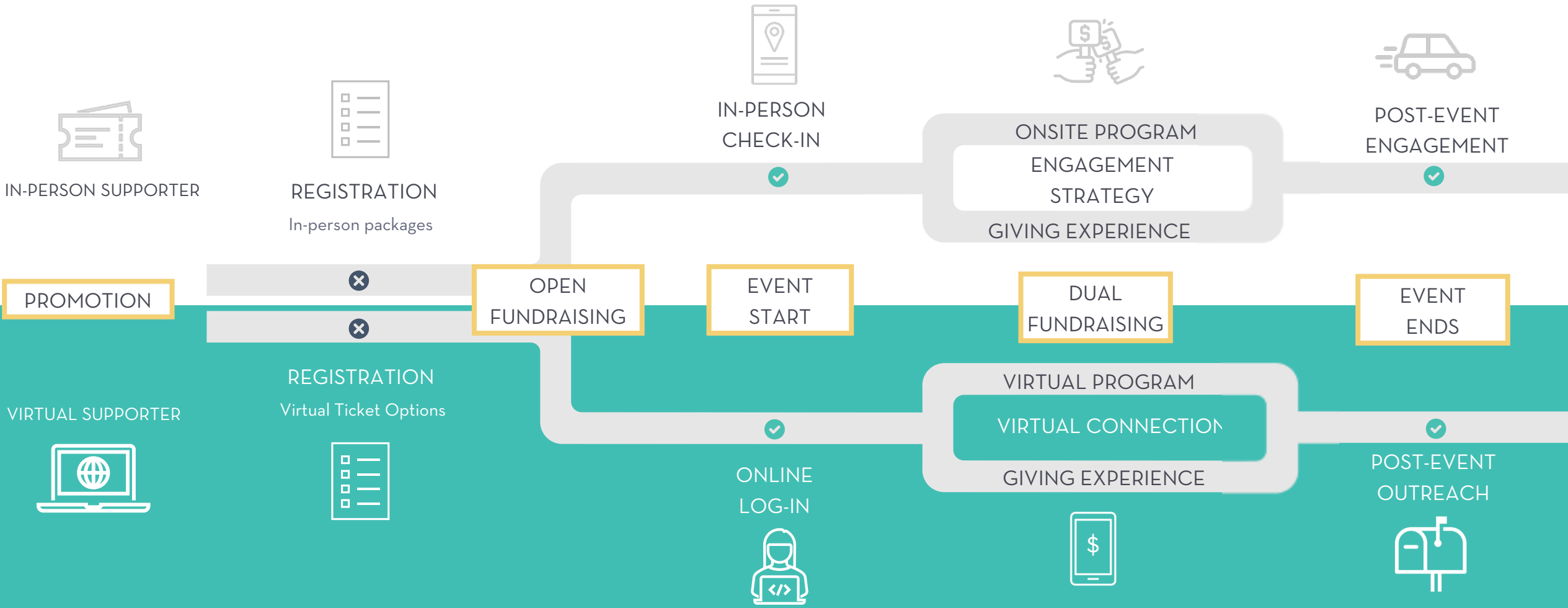
CREATING
THE DUAL
EXPERIENCE

DETERMINE PRIMARY AUDIENCE

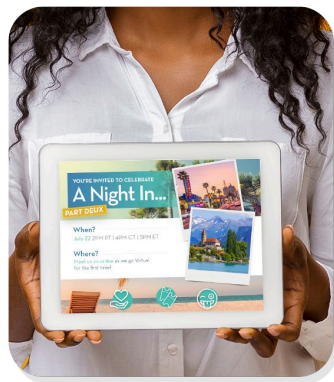
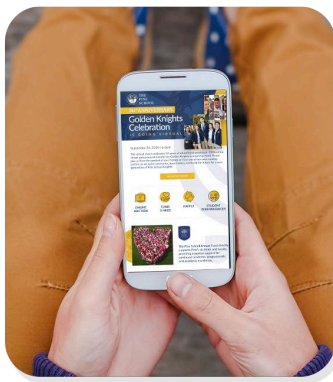
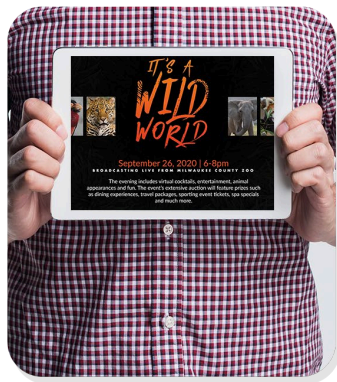
- Primary: In-person or Virtual
- Where will the majority of your supporters be?
- Where are your VIPs/Major Supporters?
- Impact to Program & Ticket Packages



MAPPING THE DUAL EXPERIENCE



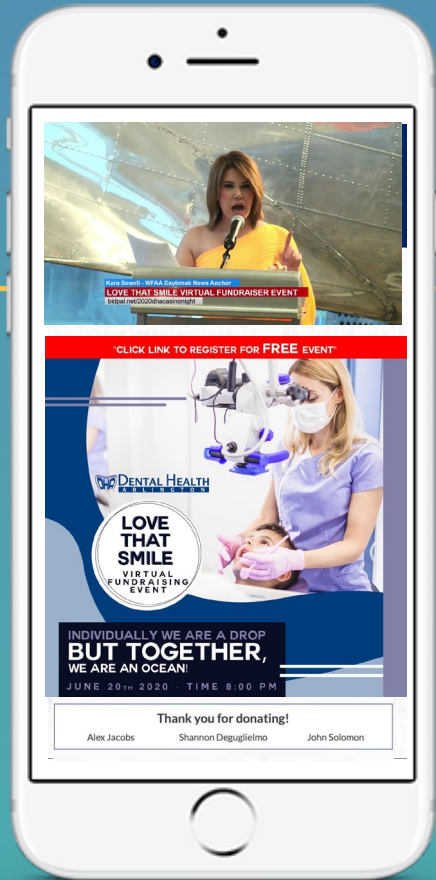
HYBRID FUNDRAISING COMPONENTS



- HYBRID DECISION
- ENGAGEMENT STRATEGIES
- PLANNING & EXECUTION
- LEVERAGING TECH



ENGAGEMENT STRATEGIES



“For us to reach more than 700 people was an eye opener. That’s why we will do a hybrid next year. It was history making for our organization”

SUCCESS *Tips*

1. Define Primary Audience
2. Clearly define dual experience
3. Create engagement touchpoints
4. Ensure easy giving experience
5. Execute dry runs and tech walkthrough
6. Plan post-event engagement

125

TYPICAL
ATTENDEES

700

VIRTUAL
SUPPORTERS

26

IN-PERSON
ATTENDEES

QUESTION 1

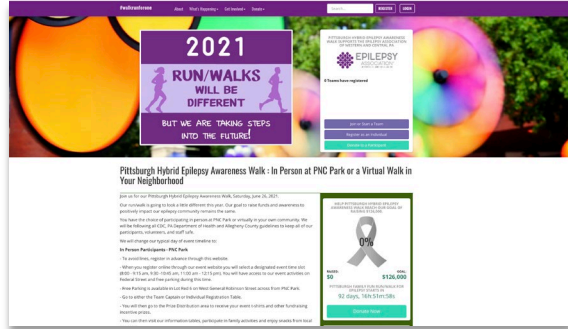
What are key things to keep in mind when producing a hybrid program?



PLANNING & EXECUTION

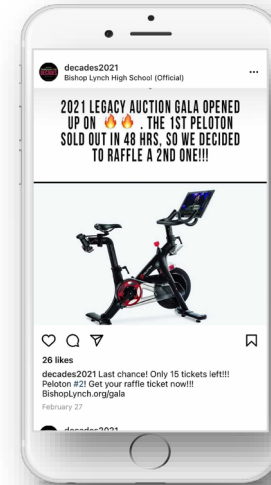


Planning Milestones



BEGIN PROMOTION

- CREATE TICKET PACKAGES
- FINALIZE TIMELINE
- LAUNCH FUNDRAISING SITE



IT'S GO TIME

- FINAL TECH/DRY-RUN
- PRE- SCHEDULE UPDATE COMMS

4-6 months

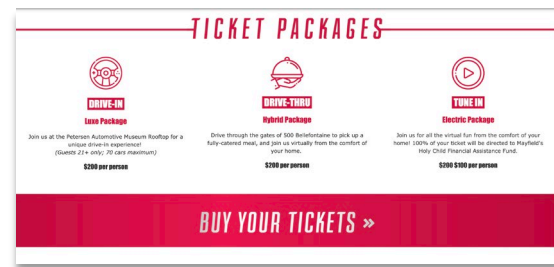
1-3 months out

1 week out

EVENT DAY!!

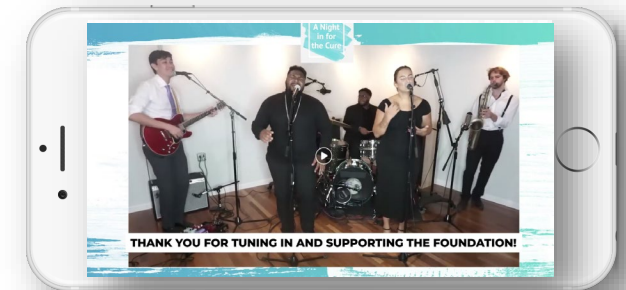
DEFINE HYBRID APPROACH

- DETERMINE BUDGET & TECH NEEDS
- IDENTIFY PRIMARY AUDIENCE
- ASSEMBLE HYBRID TEAM



BUILD THE HYPE

- START FUNDRAISING
- TIMELINE RUN THROUGH
- VENDOR TECH TESTING



QUESTION 2

What are some innovative approaches to the in-event experience?



LEVERAGING TECHNOLOGY



LEVERAGING TECH

Tips



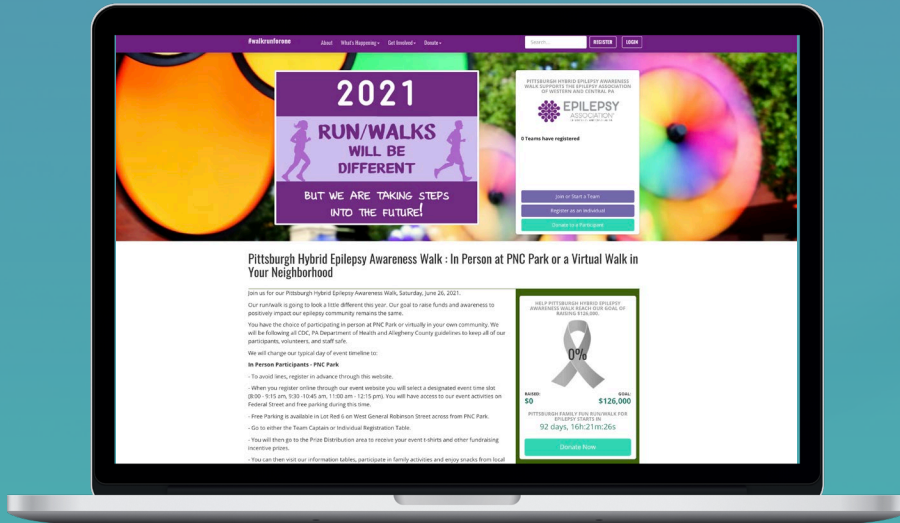
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QUESTION 3

How are national orgs evaluating and incorporating technology?

HYBRID EPILEPSY AWARENESS WALK

HYBRID DUAL EXPERIENCE



*In Person at PNC Park or a Virtual
Walk in Your Neighborhood*

1. In Person Experience
 - Following CDC Guidelines
 - 3 Event Start Times for social distancing
 - Detailed event day instructions
2. Virtual Experience
 - Virtual Participant package on website
 - Live Facebook event
 - Walk anywhere comfortable
3. ALL Participants
 - Social media campaign #walkrunforone
 - Swag, prizes, incentives
 - Impact statements


MILES OF HOPE BREAST CANCER FOUNDATION

Search items...

- Welcome
- Purchase Tickets/Sponsorships
- DONATE (includes Live Stream Link)
- Sponsors
- In Honor/In Memory Listings
- About Us
- How to Use Mobile Bidding

You're invited to :

Travel The World with us!



Guest Host Kym Douglas

"Hybrid" In Person & Virtual Event
SUNDAY, MAY 2, 2021 11AM-1PM EST.
Live Stream to begin at 12pm.
Open Tent at
The Grandview, Poughkeepsie
COVID RESTRICTIONS WILL BE STRICTLY OBSERVED

In-person ticket: \$75
150 Limit

Live Stream with any donation
Suggested Minimum: \$25

QUESTION 4

How does hybrid impact your supporter follow-up strategy?

QUESTIONS



onecause®

POWERFUL FUNDRAISING SOLUTIONS

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Registration & check-in

Tips



TICKET PRICING
& PACKAGES



TOUCHLESS
CHECK-IN



SEAMLESS
LOG-IN

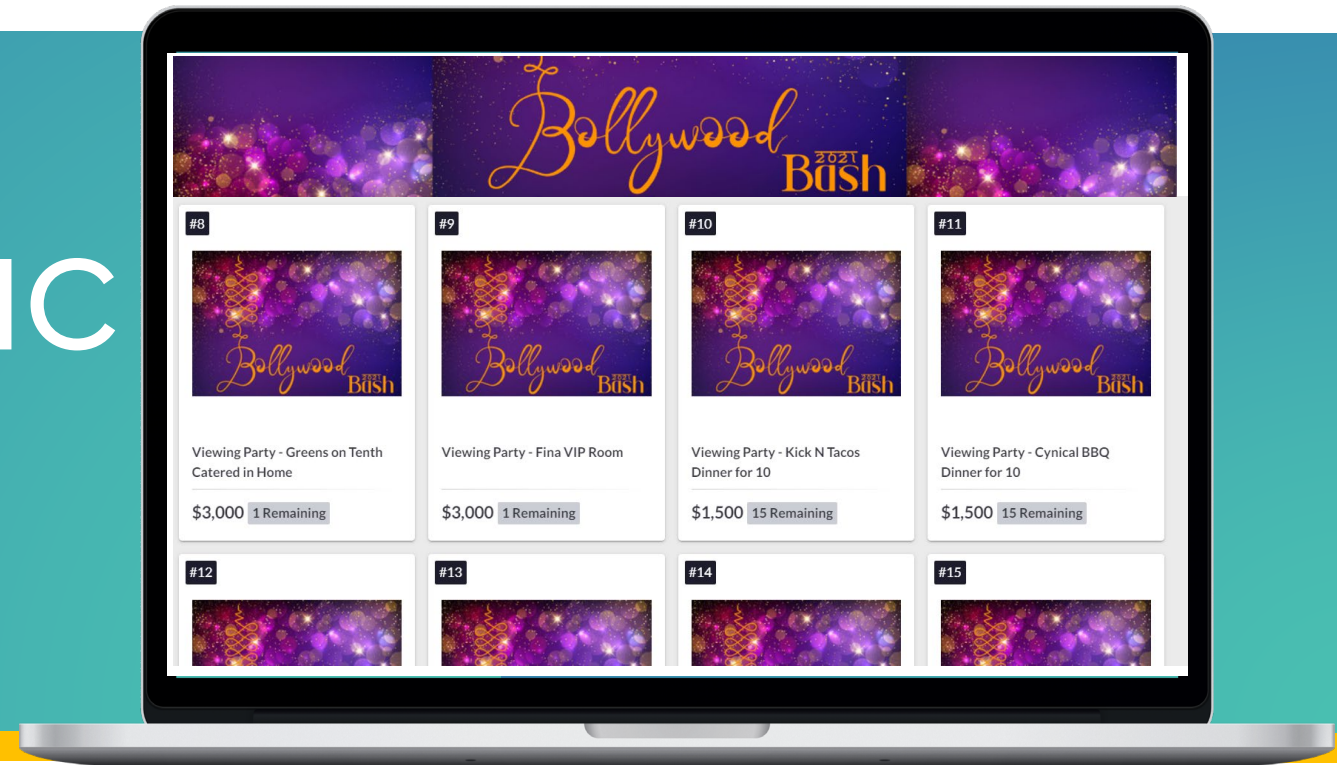


HYBRID PRODUCTION

Tips

- Short 30-60 min program
- Camera placement for optimal at-home experience
- Auctioneer/host play to camera - potential virtual-only Emcee
- Screens for in-person attendees to view recorded content
- Recommend: Budget for Production Company

CENTRAL CATHOLIC HIGH SCHOOL



FIRST BAPTIST ACADEMY

