

onecause®

Raise™
2021

F E A R L E S S 2 0 2 1

5 IMPORTANT **LESSONS** LEARNED FROM

Virtual Galas

WED, JANUARY 13TH | 1PM ET | 12PM CT | 11AM MT | 10AM PT

HOSTS



Jenna Jameson
PR & Communications Manager
OneCause



Reggie Rivers
President
The Gala Team

NEW SERIES

Raise[™]
2021

F E A R L E S S 2 0 2 1

Raise Top Speaker Series



Reggie Rivers
THE GALA TEAM



Madison Gonzalez
MORNING LIGHT



Shana Adamic
FIRST HAND FOUNDATION

Free for all #Fearless Fundraisers
3 INTERACTIVE WEBINARS
JANUARY - MARCH 2021

REGISTER TODAY

5 Lessons Learned

1. **ACT** - Get off the fence and go virtual
2. **THINK VIRTUALLY** – You're not in a hotel ballroom
3. **FORMAT** – Four types of Virtual Galas
4. **DEVELOPMENT** – It's more important than ever
5. **KEEP IT SIMPLE** – Focus on your mission

Clear Skies – Perfect Conditions COVID-19 Lightning Strike!



APRIL 2020

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

www.calendaronline.com

MAY 2020

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

www.calendaronline.com

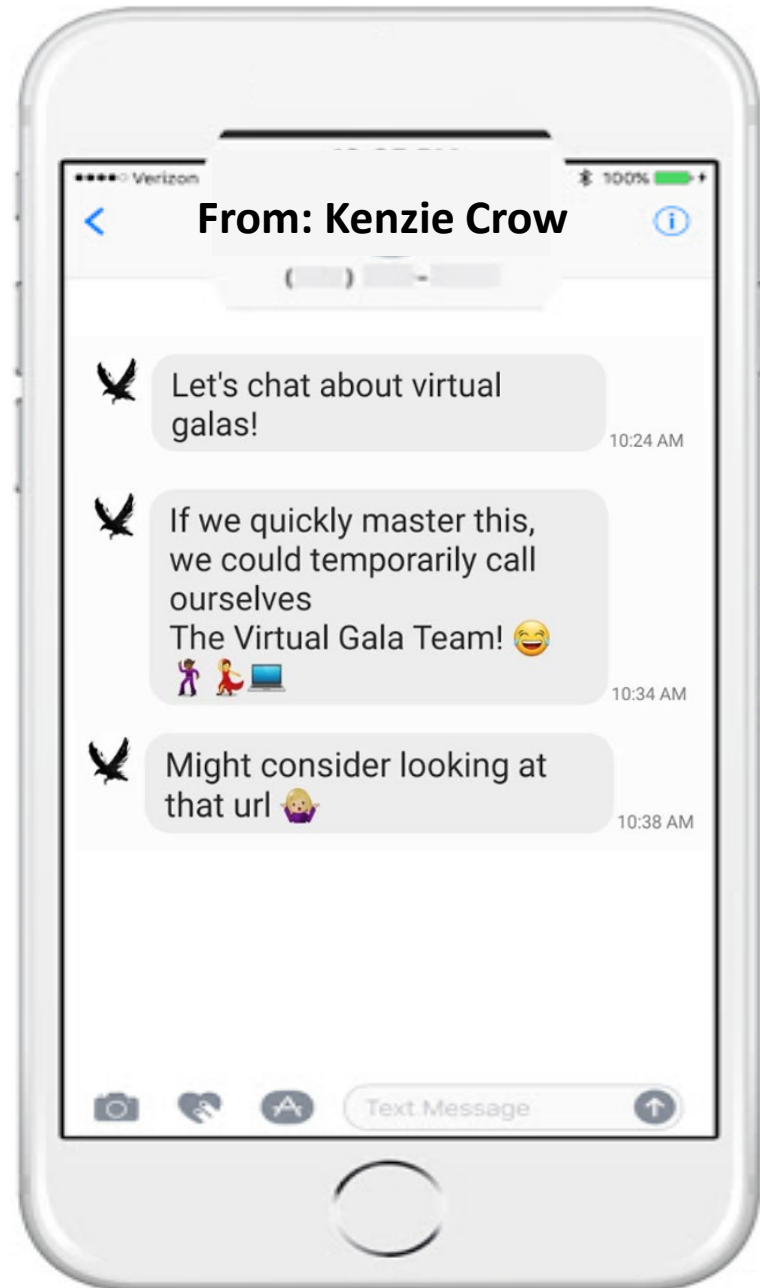
Our {Virtual} Game

March 13, 2020

 **GoDaddy**  Domains Websites + Marketing

virtualgalateam.com

Search Domain





Talene Weeks quickly produced a new version of our logo



March 16, 2020



March 18, 2020

FUNDRAISING IN THE CORONAVIRUS ERA

If your in-person gala is threatened by the Coronavirus, we can help you make the switch to a {Virtual} Gala.

LET'S GET VIRTUAL!

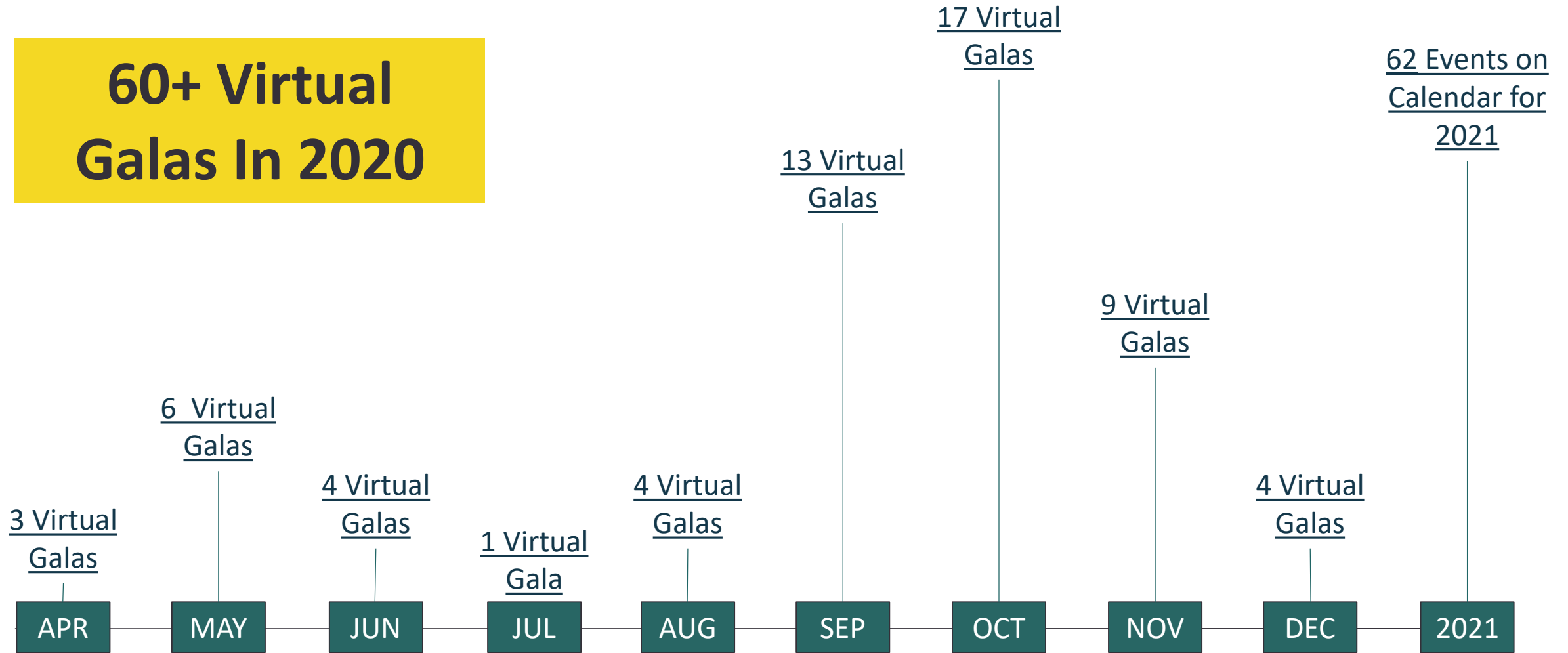
Coronavirus has forced you to cancel or postpone your annual fundraiser, we understand how frustrated you are. Your mission is incredibly vital; the population you serve is so vulnerable, and your fundraising window of opportunity is so short.

You can't afford to just sit on the sidelines. Fortunately, in this modern age of technology and online communities, social distancing does not mean that your fundraising goals are completely out of reach.

Let The {Virtual} Gala Team help you plan and execute a {Virtual} Gala.

LET'S GET {VIRTUAL}

60+ Virtual Galas In 2020



Your Donors have concluded that everything that is important has gone virtual



Essential

Their White-Collar Jobs

Virtual

Their kids education

Virtual

Visits with Grandma

Virtual

Their Church Services

Virtual

Happy Hours

Virtual

Their workouts

Virtual

Virtual

Nonprofit Fundraiser

Non-Essential

Vacations

On Hold

Continuing Ed

On Hold

College Freshman

On Hold

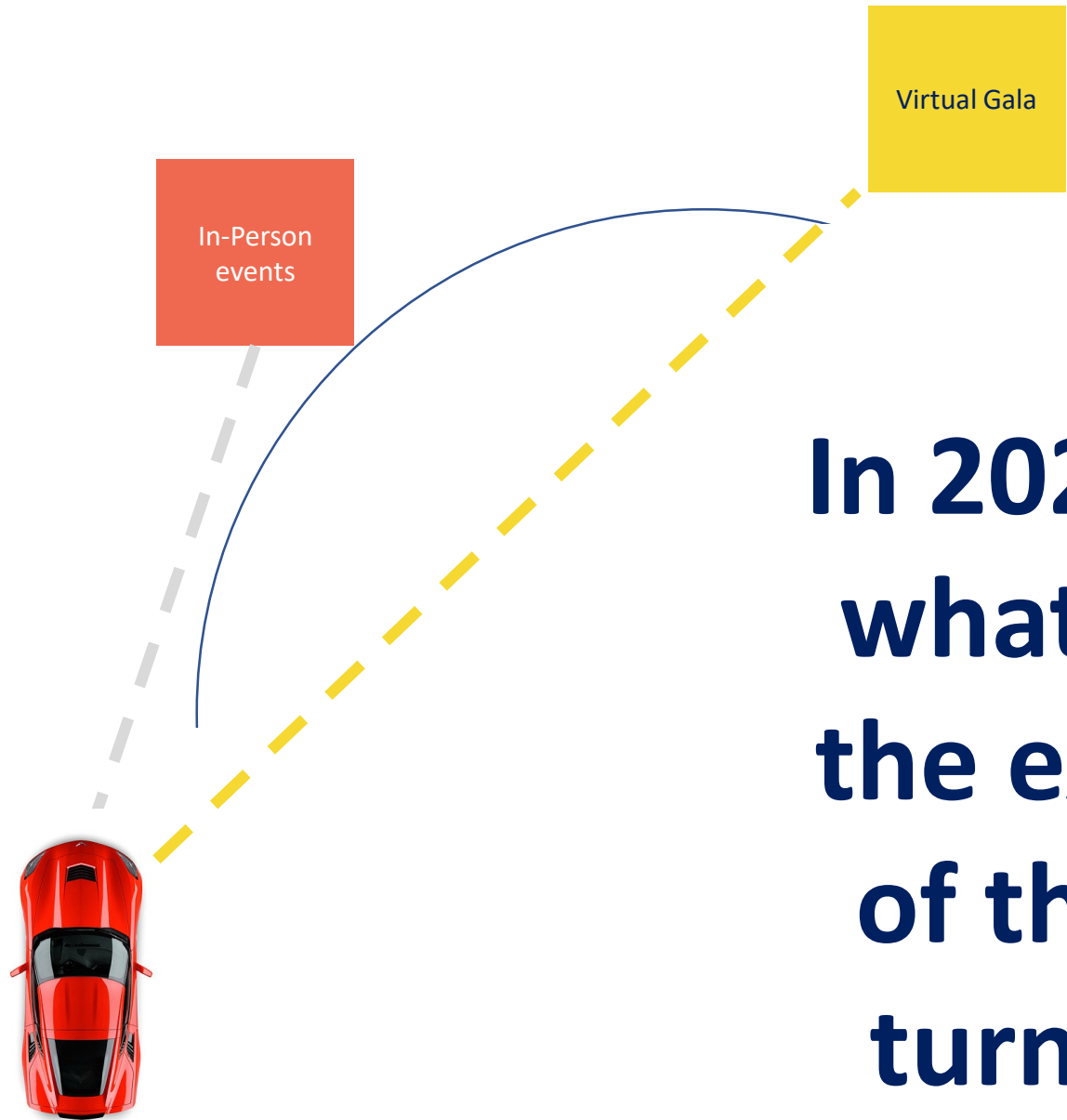
On Hold

Get on the “Important” List



Your donors will understand WHY you're going virtual.

It may be harder for them to understand why you're NOT going virtual.



**In 2021,
what's
the exit
of the
turn?**

POLL QUESTION:

Will your organization do a virtual gala in 2021?



1

Yes, we will do a virtual gala.

2

No, we will not do a virtual gala.

3

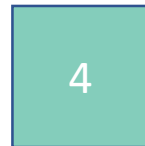
We're still undecided.

POLL QUESTION:

How do you think your donors feel about virtual galas?



They don't want us to go virtual.



They know we have no choice but virtual

POLL QUESTION:

Where does your organization stand on virtual galas?



1

We did a virtual gala in 2020, and we'll do it again in 2021.

2

We didn't go Virtual in 2020, but we will in 2021.

3

We're still on the fence, waiting to see how the vaccine rolls out.

4

We will never do a virtual gala.

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**Think differently
about what you
can achieve
virtually**



- 1. SHORTER PROGRAM – 30 TO 45 MINS**
- 2. POTENTIALLY BROADER AUDIENCE**
- 3. VIDEO STORYTELLING**
- 4. REMEMBER IT'S LIVE – NOT V.O.D (YET)**
- 5. REMEMBER IT'S COMMUNITY**

Multi-Media – Greenhouse Scholars - Zoom Participants



Multi-Media – Greenhouse Scholars - Faces & Statistics



A composite image featuring several faces of diverse students and a woman in a blue dress. On the right, a green vertical bar is positioned next to the text '3.8%' and 'acceptance rate'. Below this, it states '19 students accepted out of 500 applicants'.

3.8%
acceptance rate
19 students accepted
out of 500 applicants

Multi-Media – Anchorage Symphony - Performances



www.VirtualGalaTeam.com
Virtual Examples

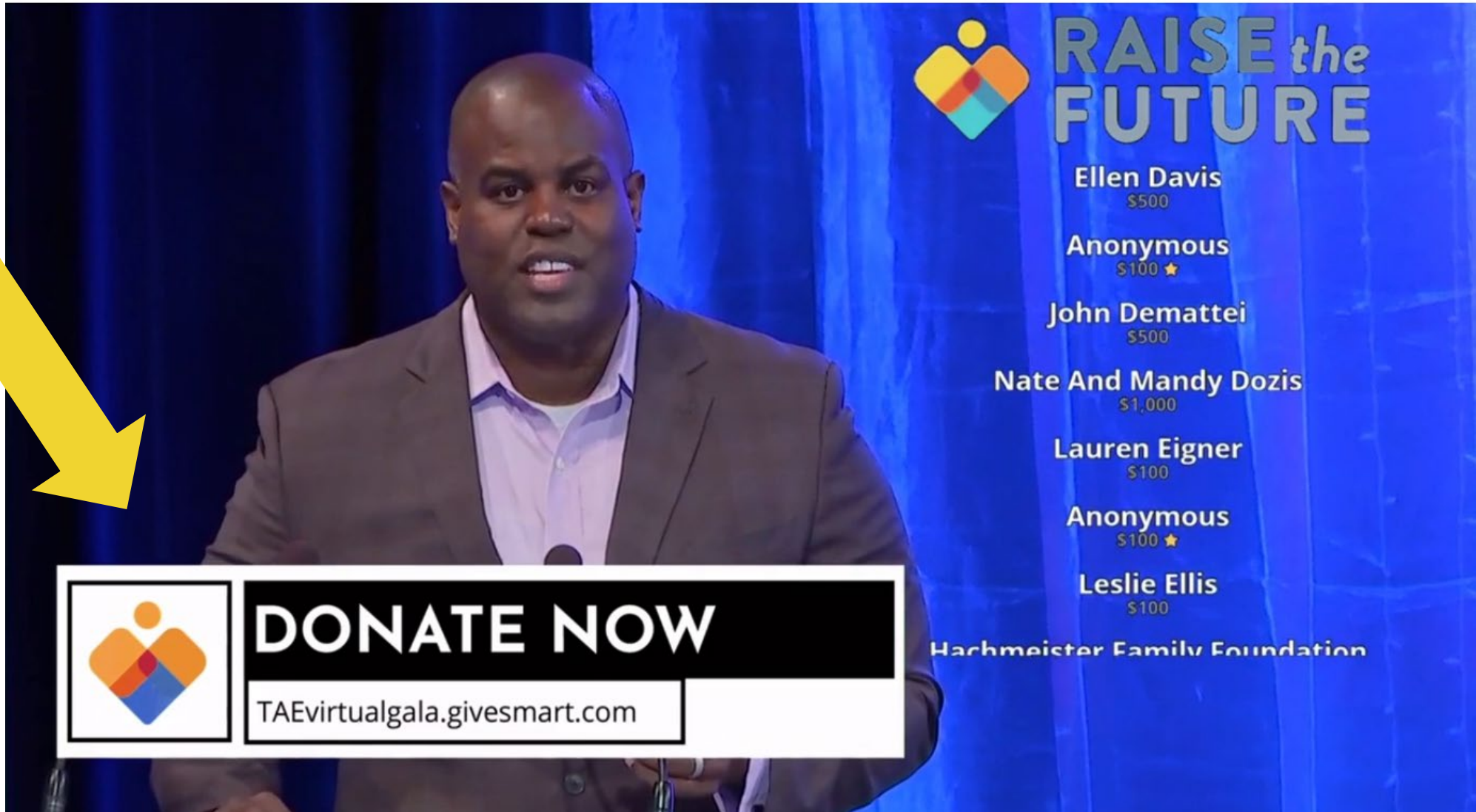
Multi-Media – Cancer Support Community – Use of Monitor



Multi-Media – Bella Health & Wellness – Multiple Monitors



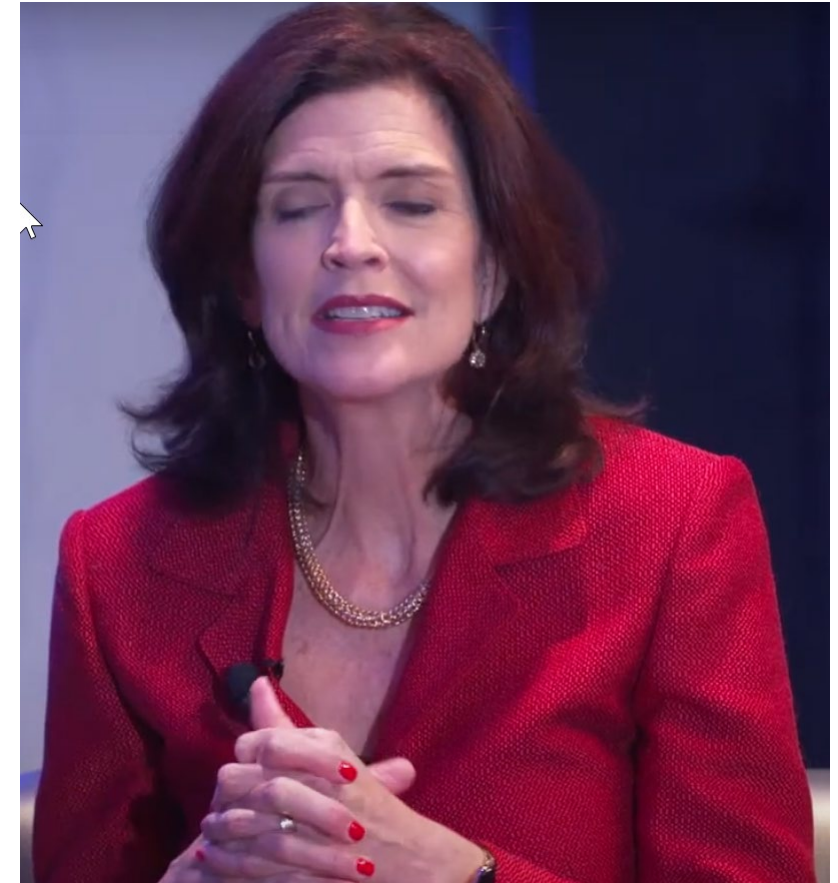
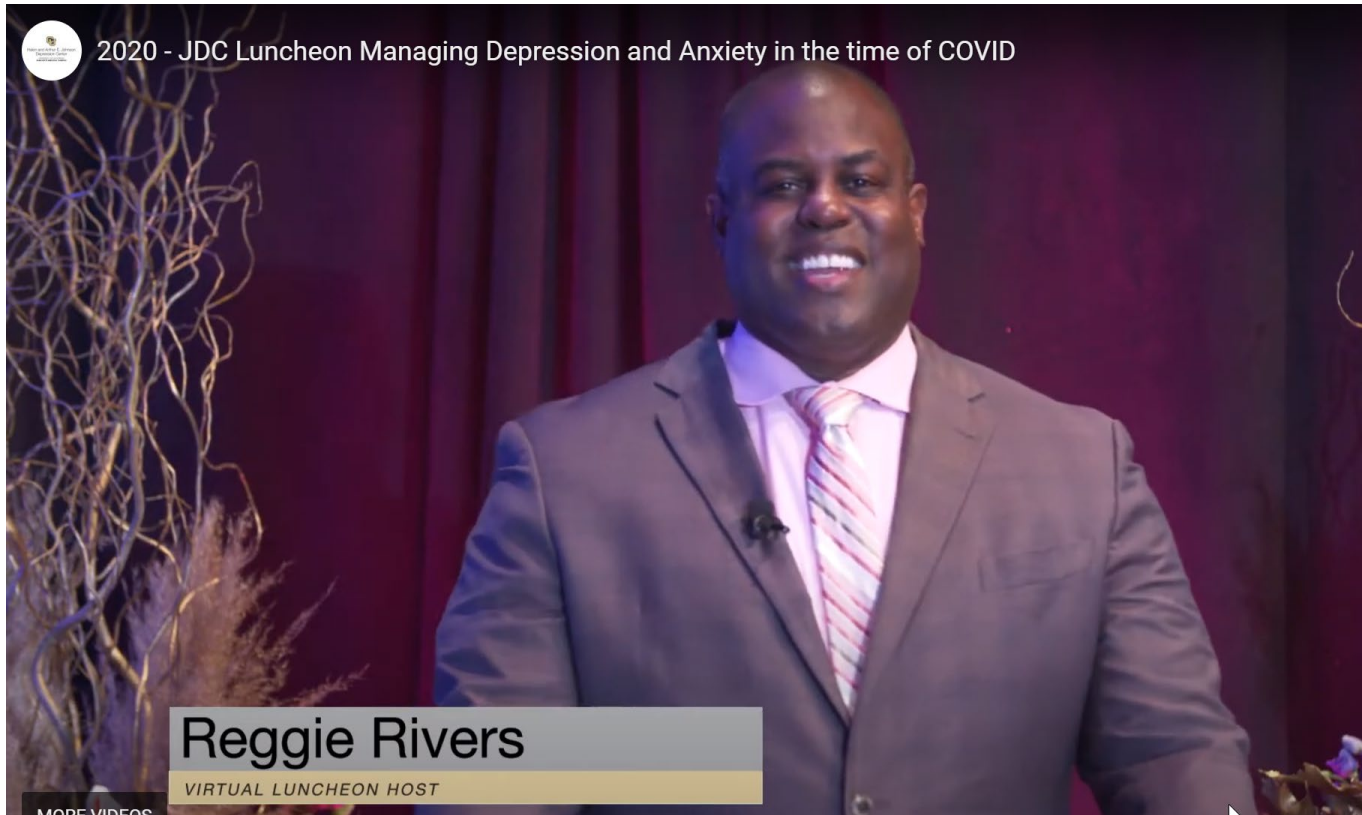
Multi-Media – Lower-third graphics & Scrolling Names



Multi-Media – Multiple Camera Angles



Multi-Media – Multiple Camera Angles



Multi-Media – Multiple Camera Angles



2020 - JDC Luncheon Managing Depression and Anxiety in the time of COVID

Watch



Helen and Arthur E. Johnson
Depression Center

UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CENTER



Multi-Media – Sewall Child Development – Celebrity Interview



Dr. Temple Grandin

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Four Types of Virtual Galas

**Virtual
Gala at
Home**

**Virtual
Gala In
a Studio**

**Virtual
Gala
with
Pods**

Groups of
10 or fewer

**Virtual
Gala
Hybrid**

100+ in-person
&
Virtual Audience

Virtual Gala at Home

 **UPSIDES**





TECH IS SIMPLE

It's just a Zoom
Call



UPSIDES

Immediately
available



↗ UPSIDES

It's inexpensive



PLATFORM

Easy to push
it to
Facebook
Live





UPSIDES

It's the most
DURABLE



Virtual
Gala
at
Home

HIGHEST RISK – Ballroom Gala



MEDIUM RISK – Small Home parties



LOW RISK – Virtual Gala in a Studio



Virtual Ga
at Home is
the most
DURABLE



Virtual
Gala
at
Home

Virtual Gala at Home

Downsides



DOWNSIDERS



Virtual Gala
at Home

**Can look
like a Zoom
call**



Downsides



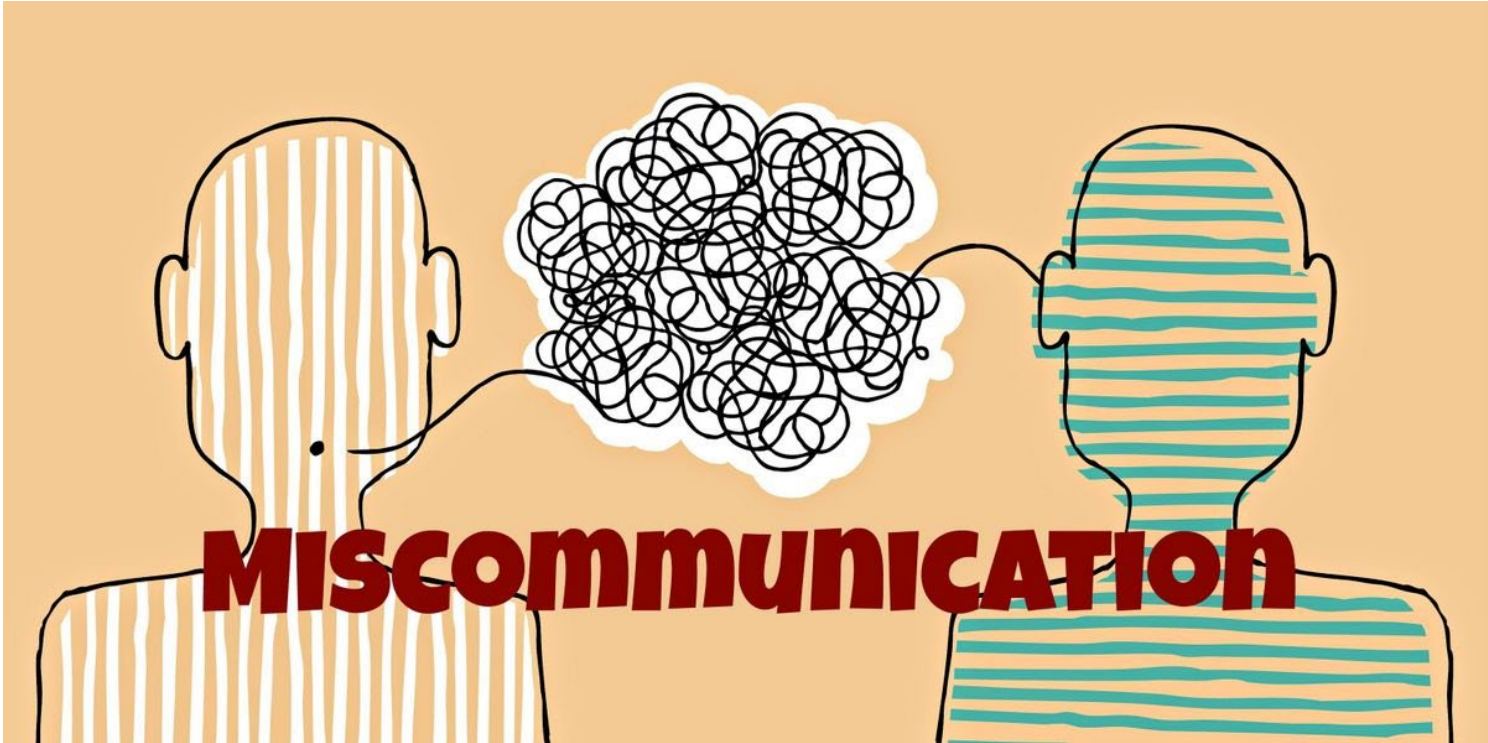
You're at the mercy of everyone's wifi



Downsides



Communication Challenges



Downsides



You've got to
do everything
yourself



7 Advantages of a Virtual Gala in a Production Studio



1. Your event does NOT look like a Zoom call!
2. You and your presenters are in the room working together.
3. High-quality cameras, microphones, lighting, etc. adds professionalism.
4. Using a teleprompter Improves eye contact & engagement.
5. Experienced Pros handling the technology – smooth transitions – quick fixes.
6. Stream to Anywhere.
7. Ideally, your event looks like a television broadcast.

Virtual Gala with Pods

Set Expectations with
your guests



Virtual Gala Hybrid



Saturday Night Live Format

PRIMARY Audience = At-Home

SECONDARY Audience = In-Person



Saturday Night Live Format



NFL Football Format



Two PRIMARY Audiences = In-Person & At-Home
Each Audience has a different experience.





Four Types of Virtual Galas

Emergency Option

**Virtual
Gala at
Home**

Perfect for 2021

**Virtual
Gala In
a Studio**

Toward the end of COVID-19

**Virtual
Gala
with
Pods**

**Virtual
Gala
Hybrid**

Live or Pre-Recorded?



PRE-RECORDED

Perfect Delivery

Exact Timing

Perfectly edited

The audience may not know the difference.

LIVE

Live Energy

Inexact and Authentic

Live is unique in the VOD Era

Your audience WILL notice.

POLL QUESTION:

What type of Virtual Gala is most attractive to you?



- Virtual Gala at Home
- Virtual Gala in a Studio
- Virtual Gala with Pods
- Virtual Gala Hybrid
- None of the Above. We won't go virtual.

POLL QUESTION:



When do you think we'll return to some form of in-person event with at least 100 people in a room?

Spring 2021

Summer 2021

Fall 2021

Winter 2021

Spring 2022.

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Pre-Event Development

**Get 60% of your
fundraising goal pre-
committed**



Why host a Virtual Gala if you have to line up the money in advance?



1. REASON– Your virtual gala is a “reason” to reach out to your donors.
2. DEADLINE – Your event creates a deadline. People respond to deadlines.
3. PUBLIC – Public giving offers “status” to your donors.
4. TRADITION – People traditionally give during your gala, don’t break that rhythm.
5. STRESS-RELIEF – You will feel better knowing that the money is already locked in.
6. ROLE MODELING – You lead donors are the role models for all the rest.

Bella Health & Wellness



Dede Chism
Founder & Exec. Dir.



\$200k+ lined up prior to event

Raised \$350k+ total

Relationship. Taking the time before a Gala to reconnect authentically, opens the door to share your authentic need. People want to be a part of something that matters. Some people may need that extra time to plan.

Some people actually change the direction of their giving when they know what your need is. It blesses them when we care enough to connect before our big event.

Mountain Area Land Trust



Linda Besler
Executive Director



\$70k+ lined up prior to event

Raised \$110k total

We spent the week leading up to our virtual event making phone calls and sending emails to our donors. It was a great excuse to have one on one conversations with our supporters.

Hosting the virtual gala was the culmination of our week-long campaign. It was our way of connecting with our supporters in a fun and meaningful way and create that sense of togetherness.

THE LESSON: Be Sincere. Don't treat your donors like ATM machines

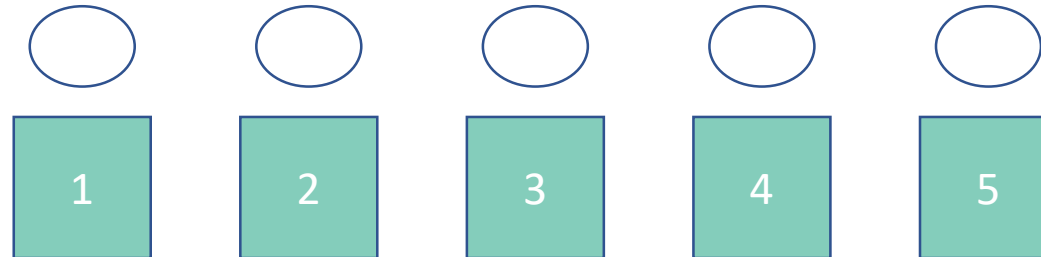


POLL QUESTION:



How do you think your major donors will respond if you ask them to pre-commit to giving a gift during your virtual gala?

They won't respond at all



They'll respond generously

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**Your
Virtual Gala is
like
an Elementary
School play**



You don't need
to deliver food
and drinks



**You don't need
to put on a
cooking class**



**You don't need
a bartender to
make a cocktail**



**You don't need
to hire a
musician**



Follow the yellow Brick road



Catering

Mission

Musician

Drinks

Impact

DJ – Dance Party

Cooking Class

Ask

Zoom After Party

Cocktail Lesson

Thank You's

Zoom Happy Hour

A person is seen from behind, standing on a rocky mountain peak. They are looking out over a vast, hazy landscape under a bright sky where the sun is low on the horizon, creating a lens flare effect. The entire image has a teal-to-blue color gradient overlay. The word "QUESTIONS?" is written in large, white, bold, sans-serif capital letters across the center of the image.

QUESTIONS?



onecause®

POWERFUL FUNDRAISING SOLUTIONS

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www.onecause.com

888.729.0399



www.VirtualGalaTeam.com

Kenzie@TheGalaTeam.com

INSERT PHONE