

# The Essentials of Virtual Fundraising

WEDNESDAY MARCH 25TH | 2PM ET | 1 PM CT | 11AM PT



# Session Hosts



Kelly Velasquez-Hague  
VP of Content  
Marketing



Melissa Merriam  
Sr. Director, Consulting &  
Customer Education



Kat Fenoglio  
Sr. National  
Customer Success Manager

# Let's take a Poll

Are you currently conducting  
Virtual Fundraising Campaigns

Choose one:

- ☐ Yes! We're online now
- ☐ Not yet, but we're thinking about it
- ☐ What's a Virtual Fundraising Campaign?  
Tell me more!

# AGENDA

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- Virtual Fundraising Today
- Nonprofits In Action
- Tips for Launching





# SOCIAL DONOR SHIFT

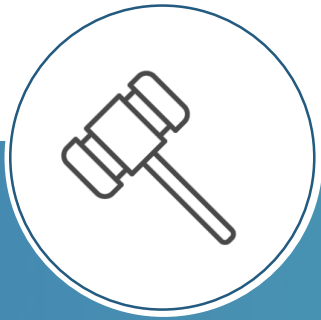
## How They Heard About The Donation Opportunity



VIRTUAL FUNDRAISING

**TODAY**

# TYPES OF VIRTUAL FUNDRAISING



Online Auctions



Moving an In-Person  
Virtual



Virtual & Online  
Campaigns



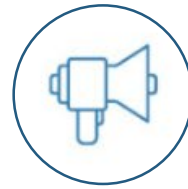
In-Person Events with  
Remote Donors

# VIRTUAL FUNDRAISER TEAM



## **SITE MASTER**

A staff member or volunteer in charge of setting up your virtual fundraising site



## **PROMOTION & SOCIAL MEDIA**

A staff member in charge of promoting the fundraiser



## **PROCUREMENT TEAM**

A team of staff/volunteers in charge of soliciting items & donations



## **FUNDRAISING MONITOR**

A staff member or volunteer in charge of overseeing the bidding, fundraising, and online logistics



# FUNDRAISING TECHNOLOGY

## MOBILE BIDDING

- Silent Auctions
- Donation Appeals
- Live Auctions
- Fixed Price/Games
- Sponsors
- Social Integration
- Custom Pages
- Tickets
- Payments
- Reporting
- Event Management
- Donor Registration

## P2P

- Individual Pages
- Team Fundraising
- Flexible Branding
- Matching Gifts
- Rewards & Milestones
- Competition
- Social Integration
- Reporting

## ONLINE FUNDRAISING

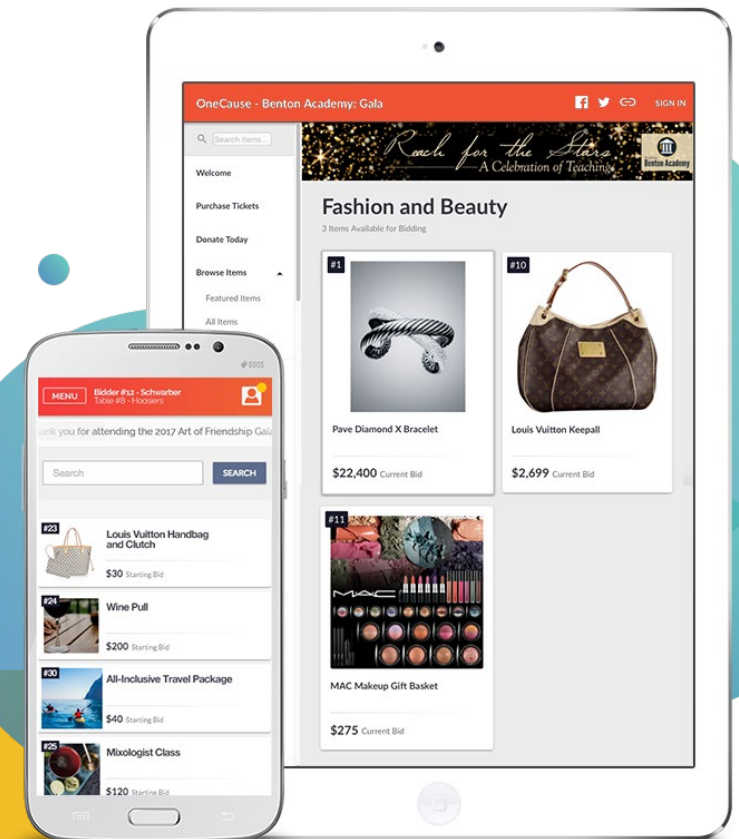
- Donation Forms
- Micro Sites
- Matching
- Gamification
- Custom Campaigns

## TEXT2GIVE

- Mobile Donations
- Custom Campaigns
- Keyword Text

## 3 MUST HAVE'S

Mobile Optimized  
Covered Cost  
Unlimited Use



# REVENUE STREAMS



Silent Auction



Live Auction



Donation Appeal



Fixed Price



Sponsors



PLANNING

**BEST PRACTICES**

# Budget & Goal Setting

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POWERFUL FUNDRAISING SOLUTIONS

## Working Backwards

- Silent Auction
- Live Auction
- Fixed Price
- Donation Appeal





# WORKING BACKWARDS

## SILENT



- 50-60% revenue to value ratio
- Goal: \$20,000
- Need: \$40,000
- Bidder Base: Bidders X Avg Raised
- Example: 120 X \$200 = \$24,000

## DONATION



- Past Revenue data
- Run Scenarios
- Bidder Base: Donors X Avg Raised
- Example 1: 120 X \$50 = \$6,000
- Example 2: 100 X \$100 = \$10,000
- Example 3: 200 X \$60 = \$12,000

# Promoting Virtual Fundraisers

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- Inform Supporters
- Explain How to Participate
- Share Your Fundraising Site
- Get Sponsors Involved
- Leverage Ambassadors



# MULTICHANNEL PROMOTION



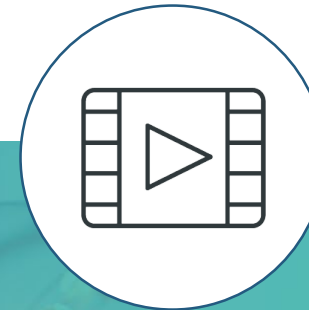
Social Media



Email



Text



Video

# SOCIAL MEDIA

## Gone Virtual

← Tweet

 **Boys & Girls Clubs of Metro South**  
@bgcmetrosouth

The 2020 Bids For Kids Gala Auction has gone VIRTUAL! We're making every effort to capture the spirit of this critical event online! BIDDING IS OPEN!! 100+ items like VIP tickets, weekend getaways, gift cards, and more! Go to [one.bidpal.net/2020bids4kidsg...](https://one.bidpal.net/2020bids4kidsg...)



## Now Open

← Tweet


 **St. Vincent Pallotti High School**  
@Pallotti\_HS

Support our Virtual Spring Gala! Bidding is now open and closes on March 21 at 9:00pm. Check out our awesome auction items and buy a raffle ticket - \$10k cash could be yours! [one.bidpal.net/pallottigala20...](https://one.bidpal.net/pallottigala20...)



## All Welcome


← Tweet

 **Jesuit Sacramento**  
@JesuitHighSac

The biggest party of the year is NOT CANCELLED! It is moving...online!

Bidding is open now for most items & continues thru Sat. March 28 at 9pm. Watch here for more fun & festive virtual party tips! Everyone is welcome to join in! No ticket required.

[one.bidpal.net/jesuitauktion/...](https://one.bidpal.net/jesuitauktion/...)





# WEBSITE/GIVING CENTER

- Virtual HQ
- Online Auction
- Online Appeal
- Live Auction Items
- Messages & Video
- Social Integration



# VIDEO

**Boston Youth Symphony Orchestras - Annual Gala**

Search items...

Welcome

Featured Items

Browse Auction Items

Click here to Fund a Future!

Sponsors

Welcome Message

Message From Honoree Federico Cortese

Message From Honoree Joe Grimaldi

Message From Our Students

A Performance From BYSO Musicians!

Fund a Future - BYSO Virtual Gala!

Copy link



**DONATE NOW!**

Time left to bid:  
**0 Minutes, 0 Seconds**

- Rise in Video
- Digital Storytelling
- iPhone Video
- Message Matters

# EXECUTING A VIRTUAL FUNDRAISER



1. Set Up Virtual Fundraising Site



5. Share Updates & Livestream



2. Promote Fundraiser



6. Close Bidding & Process Payments



3. Pre-Register Donors



7. Thank Supporters



4. Open Bidding & Donations



8. Ship Items to Winners



Questions?



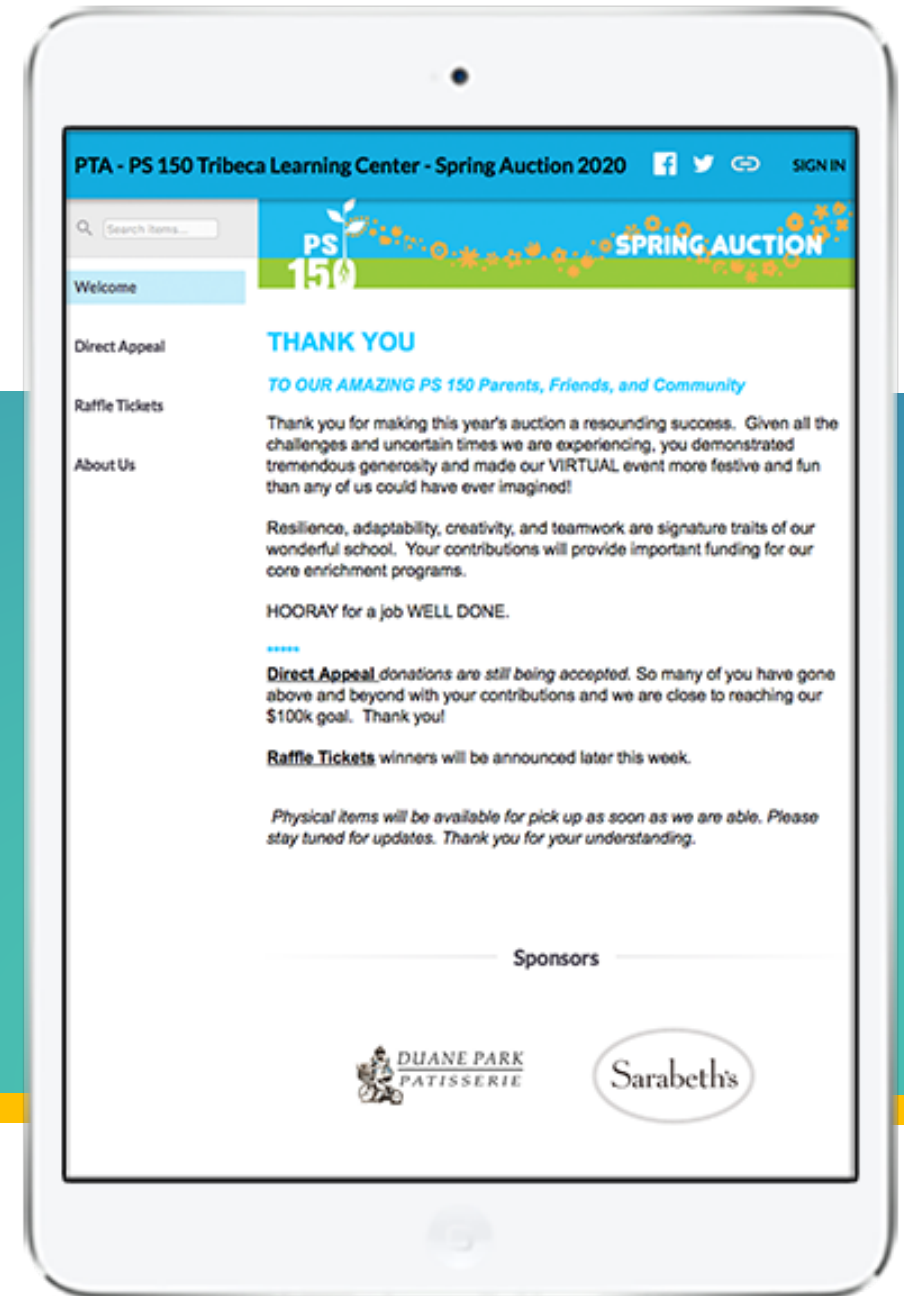




# NONPROFITS

## IN ACTION

# PS 150 Tribeca Learning Center - Spring Auction





# Virtual Playbook

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## VIRTUAL *Setup*

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- Venue: Event Hub (Team + Auctioneer)
- Streams: Online Auction | Live Auction | Live Appeal
- Tools: OneCause + Free Zoom

## SUCCESS *Tips*

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1. Start auction & appeal early (4 days)
2. Featured Items
3. Impact, need, personalize outreach
4. Daily Text Messages
5. Zoom Video a must
6. Create community (family living rooms/remote wars)
7. Worked with Auctioneer to run Live Auction & Appeal

# VIRTUAL GIVING CENTER

PTA - PS 150 Tribeca Learning Center - Spring Auction 2020


Search items...

Welcome

Direct Appeal

Raffle Tickets

About Us



## THANK YOU

*TO OUR AMAZING PS 150 Parents, Friends, and Community*

Thank you for making this year's auction a resounding success. Given all the challenges and uncertain times we are experiencing, you demonstrated tremendous generosity and made our VIRTUAL event more festive and fun than any of us could have ever imagined!

Resilience, adaptability, creativity, and teamwork are signature traits of our wonderful school. Your contributions will provide important funding for our core enrichment programs.

HOORAY for a job WELL DONE.

\*\*\*\*\*


**Direct Appeal** donations are still being accepted. So many of you have gone above and beyond with your contributions and we are close to reaching our \$100k goal. Thank you!

**Raffle Tickets** winners will be announced later this week.

*Physical items will be available for pick up as soon as we are able. Please stay tuned for updates. Thank you for your understanding.*

Direct Appeal - \$1,200 Donation per Child

#1



Raised  
\$84,235 / \$100,000

\$6,000 \$4,800 \$3,600 \$2,400  
\$1,200 \$600 \$300 \$150  
\$50 OTHER

Each year, PS 150 must sustain our current offerings as well as continually build for the future. PS 150 Annual Fund contributions support:


- Academics and a full-time assistant teacher in each classroom
- Fine arts and special performances
- Athletics including the track team
- Student activities such as chess and ballroom dancing
- Our overall growth and success as a choice school

Suggested donation: \$1,200 per child. Every gift is important and makes a difference!

SHARE THIS ITEM WITH FRIENDS!

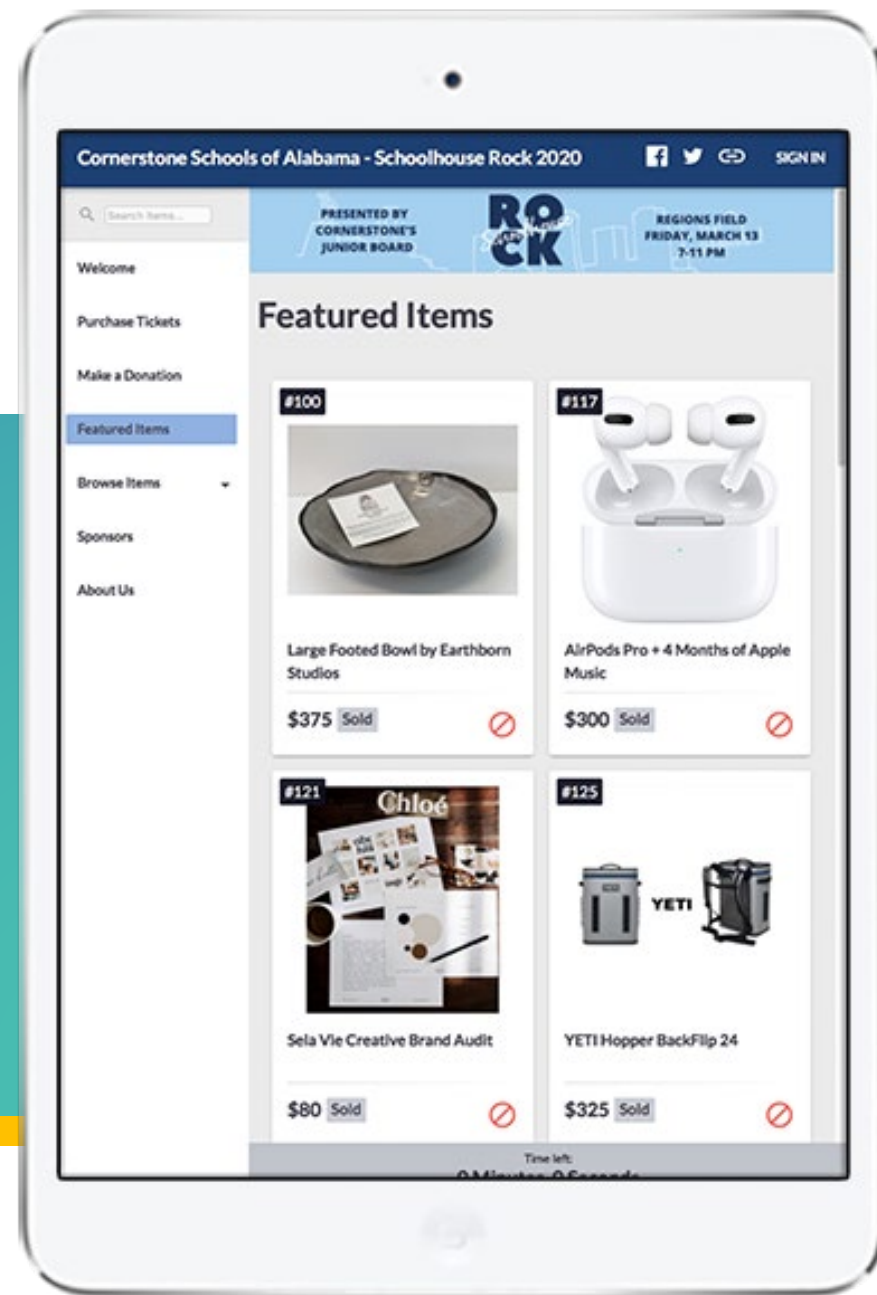
Facebook Twitter Pinterest Email

Sponsors



“My advice – do it. Don’t get paralyzed. Have fun, build community and just put it out there. Have an auction close plan.” - Katherine

# Cornerstone Schools of Alabama







# Virtual Playbook

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## VIRTUAL *Setup*

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- Who: Team 1 + Volunteers
- Donors: Lots of Older Donors
- Streams: Online Auction | Live Appeal Video
- Tools: OneCause + FB Livestream

## SUCCESS *Tips*

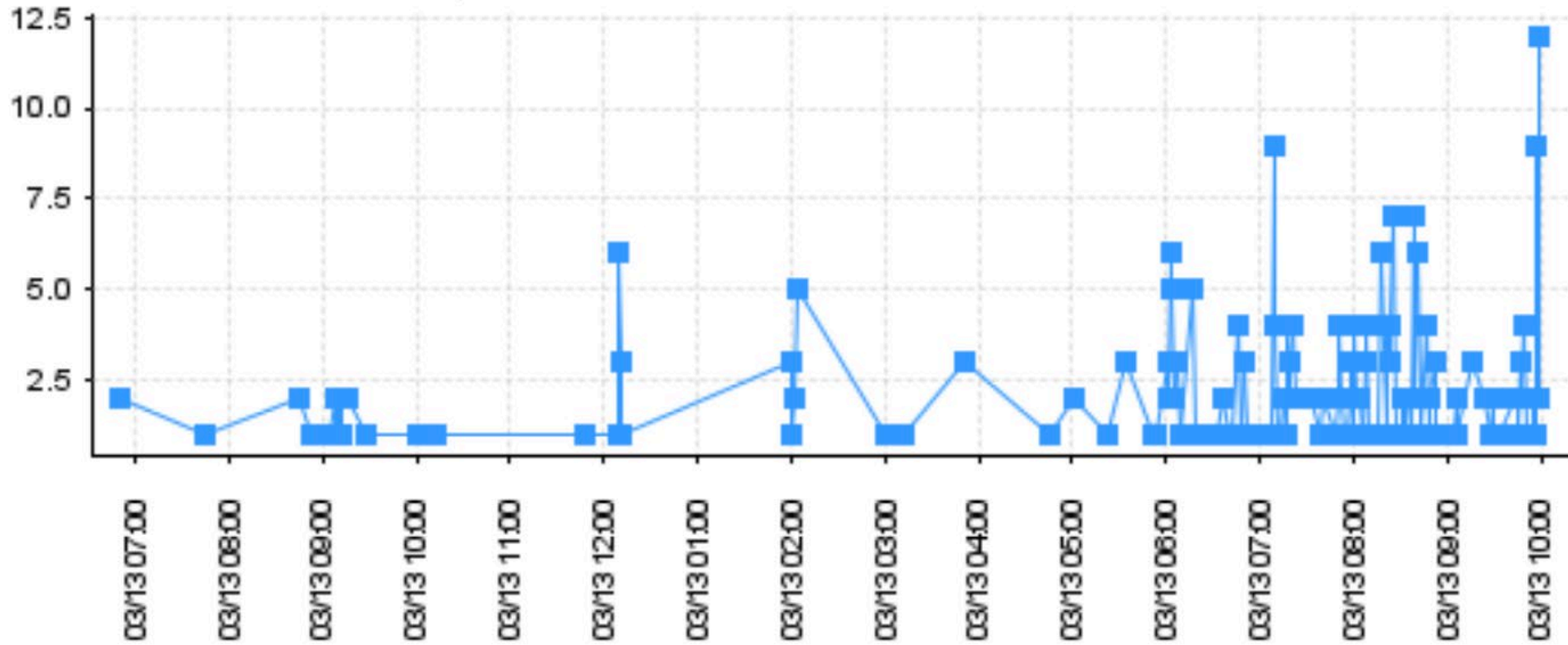
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1. AUTHENTICITY + REAL + NEED
2. Mass email + social media blast on Virtual Switch
3. Personal outreach to sponsors | Digital visibility
4. Item donors tagged on social media | Repost reach
5. Link to auction in every message + post
6. Use text messages on Virtual event day | Virtual EM support
7. Keep Auction Open longer 10pm | Donation open till Sunday
8. White Glove Service – item drop off

# VIRTUAL GIVING CENTER

## Auction Activity Graph

Bids, Donations & Purchases made on Event Date



# SOCIAL MEDIA



Cornerstone Family,

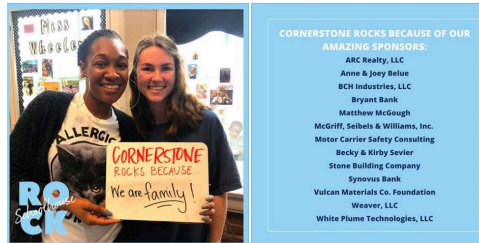
It is with great sadness that we cancel our annual Schoolhouse Rock event tomorrow night due to the concerns raised by the spread of the Coronavirus (COVID-19). Although there is not yet a confirmed case in Alabama, we feel that canceling is the responsible step to ensure the safety and well-being of our guests and community.

... See More



Cornerstone is a family. From teachers and students to parents and community partners, we couldn't do what we do without our people. Every person plays a vital role in the success of our students.

Special thanks to these sponsors for investing in our mission: ARC Realty LLC, Anne & Joey Belue, BCH Industries LLC, Bryant Bank, Matthew McGough, McGriff Seibels & Williams, Motor Cartier Safety Consulting, Becky & Kirby Sevier, Stone Building Company, Synovus Bank, Vulcan Materials Co Foundation, Weaver LLC, and White Plume Technologies LLC.



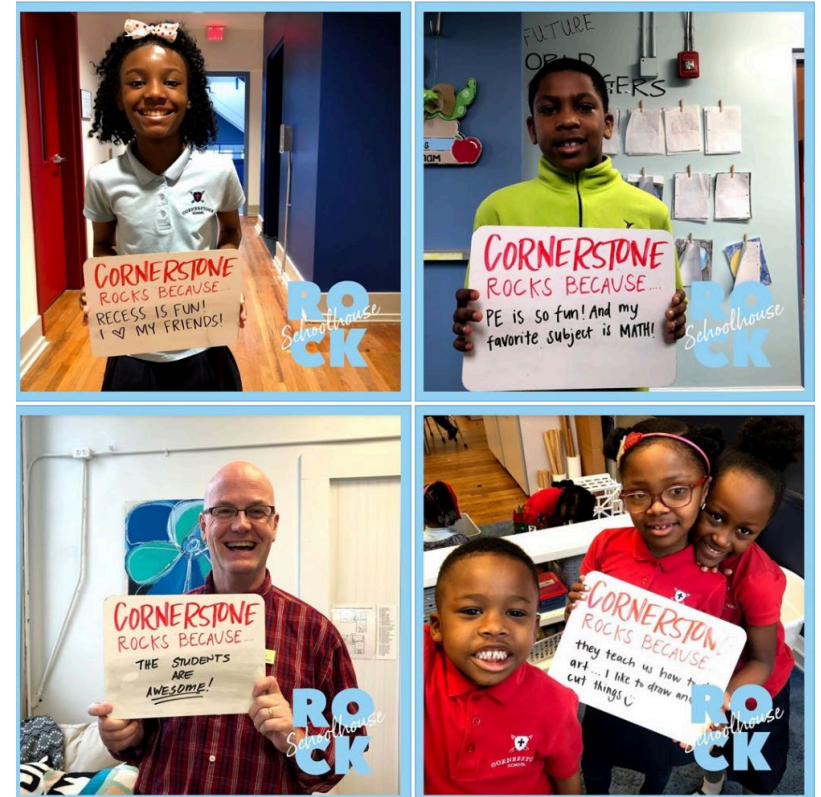
As most of you know we've cancelled Schoolhouse Rock tonight due to the growing concerns and uncertainty regarding the Coronavirus. We want to take time today to recognize our incredible event sponsors who continue to make a difference in the lives of our students through their generosity.

"Cornerstone Rocks because our teachers and counselors are so amazing. They're always there for us and always show us love and support." Alexiya and Chelsea, 11th Grade

Thank you to our presenting sponsors: ARD Contracting Inc., CS Beatty Construction Inc., Cindy & Lee Kinnebrew, Marcia & Billy Strickland, UBS Financial Services



It's not too late to support Schoolhouse Rock and the students at Cornerstone. Get your bids in now before the auction closes at 10:00! As always, you can also donate online at <https://one.bidpal.net/schoolhouse/browse/all>. Auction available using the link in our bio! #forthekids #rockin4kids





# Boston Youth Symphony



# VIRTUAL GIVING CENTER

Boston Youth Symphony Orchestras - Annual Gala

Search Items...

Welcome

Featured Items

Browse Auction Items

All Items

Click here to Fund a Future!

Sponsors

Welcome Message

Message From Honoree Federico Cortese

Message From Honoree Joe Grimaldi

Message From Our Students

A Performance From BYSO Musicians!

**BYSO**  
Boston Youth Symphony Orchestras

**GALA**

BOSTON YOUTH SYMPHONY ORCHESTRAS

SATURDAY, MARCH 14, 2020

HONORING  
BYSO MUSIC DIRECTOR FEDERICO CORTESE  
BYSO BOARD PRESIDENT JOE GRIMALDI

Enjoy This Exclusive Performance from BYSO!

Copy Link

“Thanks again to everyone on your team for your support during a very stressful and intense 72 hours of last-minute transition! You helped us raise over \$100k to support our kids, families and community! ” - Martha

BOSTON YOUTH SYMPHONY ORCHESTRAS

SATURDAY, MARCH 14, 2020

HONORING  
BYSO MUSIC DIRECTOR FEDERICO CORTESE  
BYSO BOARD PRESIDENT JOE GRIMALDI

Fund a Future!

#1

FUND a future!

BYSO

Raised  
\$95,025 / \$100,000

\$5,600

\$2,700

\$1,200

\$600

\$250

\$100

OTHER



# Virtual Playbook

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## VIRTUAL *Setup*

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- Who: Team 3
- Streams: Online Auction | Live Appeal
- Tools: OneCause + Recorded Videos

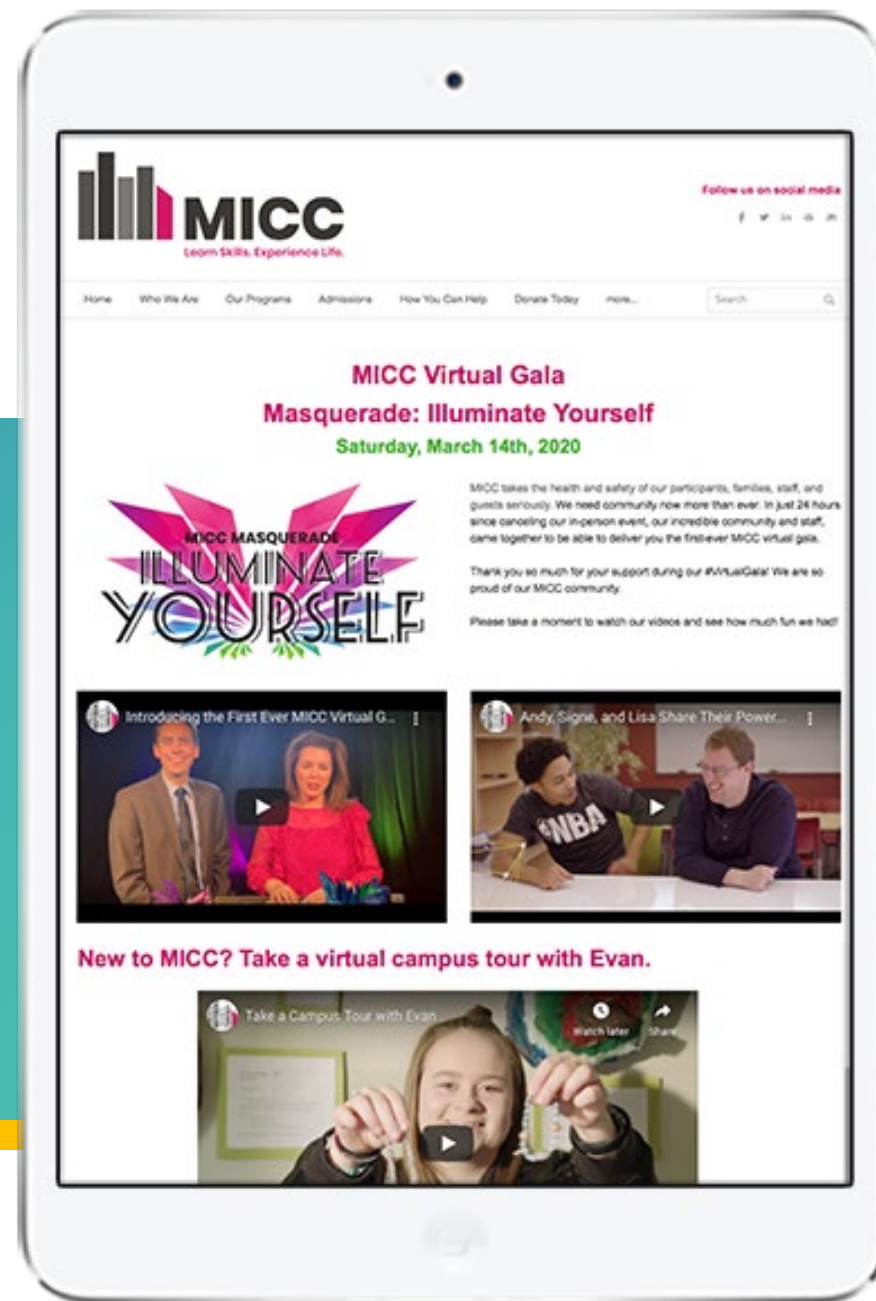
## SUCCESS *Tips*

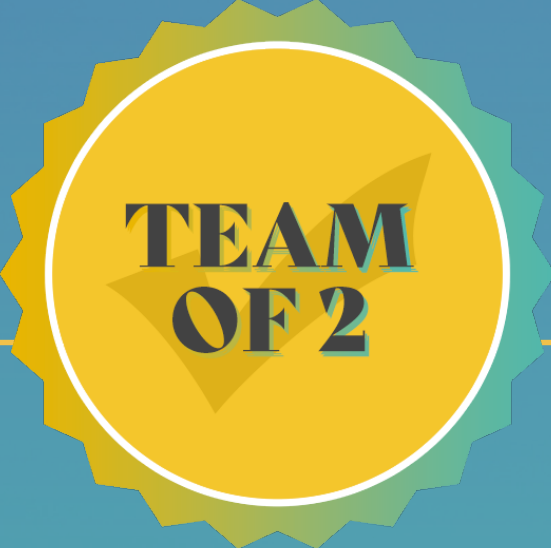
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1. Convey Urgency + Transparency + Clarity + Impact
2. Lots of video | Humanize the message
3. Combo email & text throughout the day (same time)
4. Ambassador Fundraising + social
5. Regular progress to goal | Appeal \$96K



# MICC





**TEAM  
OF 2**

# Virtual Playbook

**onecause<sup>®</sup>**  
POWERFUL FUNDRAISING SOLUTIONS

## VIRTUAL *Setup*

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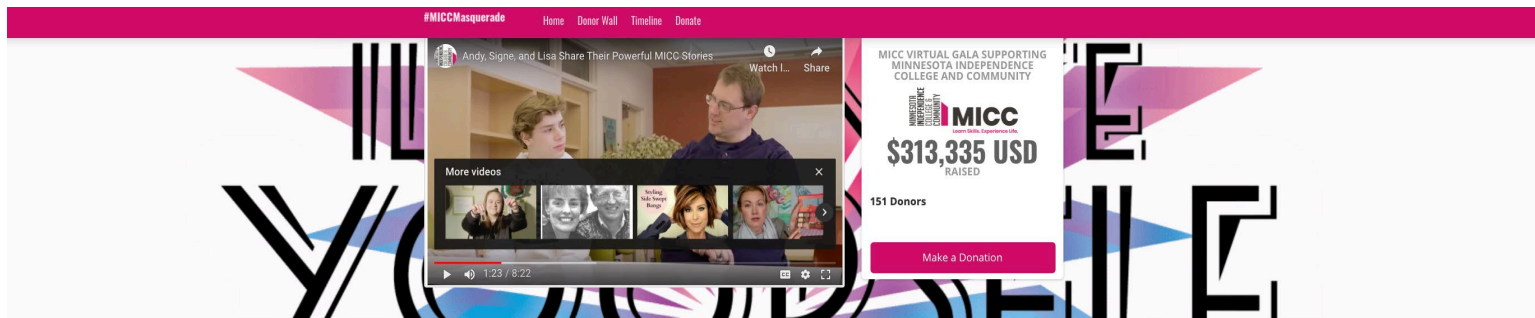
- Who: Team 2
- Partners: Auctioneer + Social Media Help
- Streams: Online Auction | Live Appeal | Head Or Tails
- Tools: OneCause + Facebook Live + YouTube

## SUCCESS *Tips*

---

1. Start Bidding Early & Keep Auction Open
2. Virtual Program | 4 Video Pre-Recorded | Worked with Auctioneer
3. Personalization key to success | Sponsor shout outs
4. Shrink program – 30 minutes max
5. Create community (family living rooms/remote wars)
6. Mission & Impact Messaging is Key

# VIRTUAL GIVING CENTER



## Recognizing our Donors

### \$25,000 Donations

#### \$10,000 Donation

Anonymous • John Thompson and Jane Bartell, in honor of Bev and Roe Hatlen for founding MICC 24 years ago • Johnston Family

#### \$5,000 Donation

Beverly And Roe Hatlen Family • Craig & Carrie MacLeod • Halley Foss and Family • Katherine Constantine & Michael Bono • Kenton Family • Kurt and Ann Owen • Pat & Trina Bryant • Rick and Kate Hartfiel • The Peterson Family • Walters Family • Ziegler Family

#### \$2,500 Donation

Amy & Kai Gudmestad • Geoff Paine • Schubach Family • Troy and Julie Kirchner • William L. Fetter

#### \$1,000 Donation

Barnes Family • Brad and Gwen Beard • Brian Peterson and Havila Brisbois • Diane Vosick and Geoff Barnard • Donald Miller • Douglas and Gayle Willey • Gulstrand Family • Jeff and Judy Gauvin • Jim Schagh • Kay and Kim Gudmestad • Kierstyn Thayer and Kristin Galeone • LoRene and Steven Leikind • Lucille B. Fetter • Marie Mourad and Alex Barnard • Mary S Crippen • Matthew S Greer • Mensch Family • Nikki Fetter • Phillip Simon • Rebecca Meinz • Saverald Family • Sue and Bill Payne • Tetzlaff Family • The Sackreitors • Thomas and Linda Rundle • isensee family

“Make it as personal and authentic as your event. The mini galas in homes is what worked for us. People gathered, they dressed up in theme. They had fun!” - Trina

Donate to Minnesota Independence College and Community

Donation Amount (USD) \*

\$25 \$50 \$100 ✓ \$250 \$500 \$1,000 \$2,500 \$5,000 \$10,000 \$25,000

✓ Add \$3.80 USD to cover the processing fees for my donation.

Your Information

First Name \* Last Name \*

Email Address \*

Is this donation being made on behalf of a company?

☐ Yes, this donation is from a company

☒ No, this donation is from an individual or family

Recognition name (if different from your name) (Optional)

☐ Please don't display my name on the website

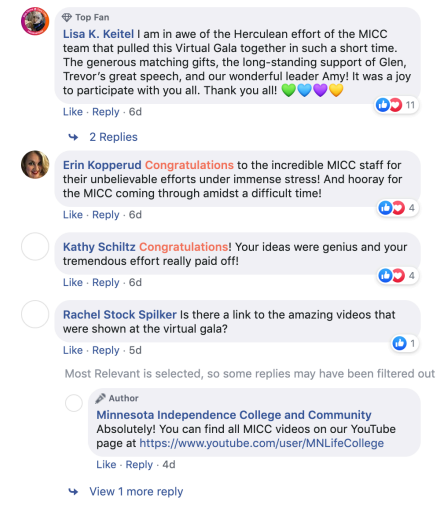
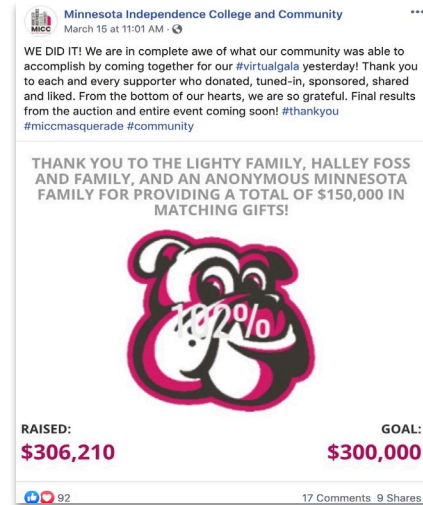
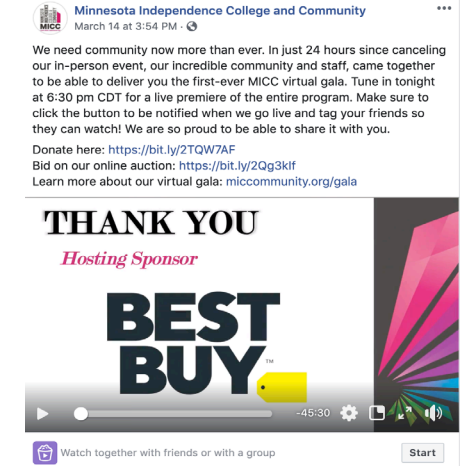
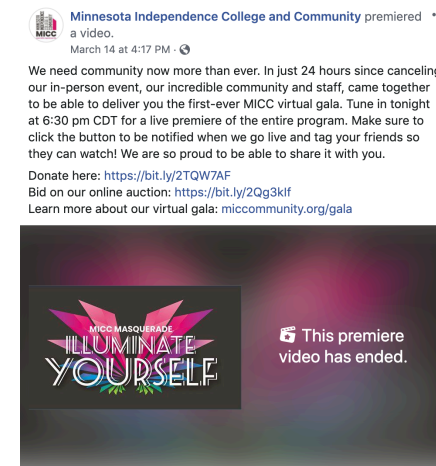
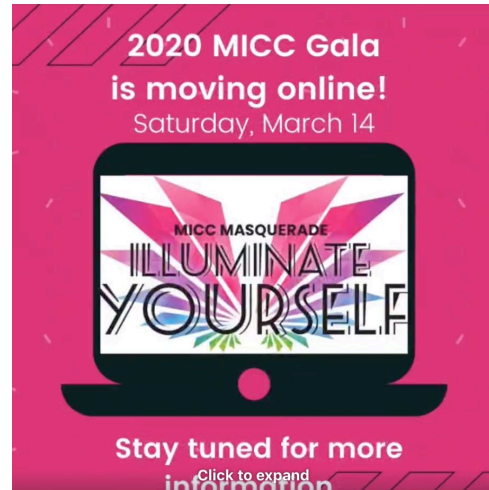
Is this in honor or in memory of someone? [Click here](#)

Personal Note (Optional)

Add a personal message

How did you learn about our virtual gala? (Optional)

# SOCIAL MEDIA





# TIPS FOR LAUNCHING

## **VIRTUAL FUNDRAISERS**



# Event Less Than 30 Days Out

- Evaluate Your Options | Make A Decision
- Determine Your Virtual Revenue Streams
- Develop Virtual Sponsor & Ticket Plan
- Prep Fundraising Site
- Redistribute Responsibilities to Virtual Team
- Start Promoting



# Event More than 30 Days Out

- Recruit Ambassadors
- Brainstorm Creative Ways to Build Community
- Build Unique Sponsorship Opportunities
- Create Robust Marketing and Comm Plan
- Gather Stories, Videos, Images for Social
- Add Peer-to-Peer Component



# How can we help ?



## OneCause University

REGISTER FOR COLLABORATIVE LEARNING SESSIONS

REGISTER

### Virtual Fundraising



### Getting Started with DIY



### Fundraising Resources



### Leaderboard



Kelly Cheney

1 Novice

111  
Points



Michele Klem

1 Novice

106  
Points



Patrick Thompson

1 Novice

66  
Points

# JOIN THE ONECAUSE VIRTUAL FUNDRAISING PEER GROUP





THURSDAY APRIL 2 | 1PM ET | 12 PM CT | 10AM PT

# Virtual *Storytelling*

Video & Power of Livestream

[CLICK TO REGISTER](#)

onecause®

Questions?







# onecause<sup>®</sup>

POWERFUL FUNDRAISING SOLUTIONS

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[info@onecause.com](mailto:info@onecause.com)

[www.onecause.com](http://www.onecause.com)

888.729.0399

# Join us at the Digital Pivot

| April 15-16



A FREE virtual conference helping nonprofits  
make the pivot now.

Register @ [npoinnovators.com](https://npoinnovators.com)

in partnership with

360°

NONPROFIT

INNOVATORS CLUB