



Going Virtual

Best Practices for Virtual Fundraising

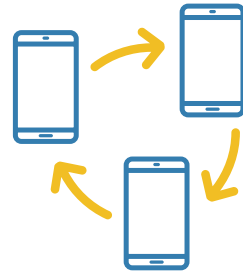


Whether it's part of a planned attempt to grow online, or in reaction to an unforeseen change to a live event – nonprofits need a plan to expand fundraising virtually. Follow these best practices to plan your move to a virtual fundraiser.

Types of Virtual Fundraisers



Online Auction



Moving an In-Person Event Virtual



Virtual & Online Campaign



In-Person Event with Remote Donors

The Virtual Fundraising Team

You may need to shift responsibilities to execute a virtual fundraiser. Determine which staff members and volunteers have the time and skill set to manage these efforts.



SITE MASTER

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



FUNDRAISING MONITOR

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



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.

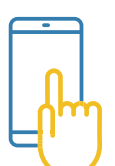
Budget Planning & Goal Setting

As you shift your fundraiser to virtual, reassess the budget based on your revenue streams and technology needs.

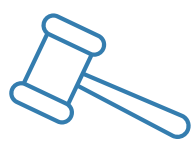
Silent Auction

Assume 50-60% revenue to value on silent auction items.
Ex: To raise \$20,000, need \leq \$40,000 item value

TECHNOLOGY NEEDED:



MOBILE BIDDING



AUCTION MANAGEMENT SOFTWARE

TECH MUST-HAVES

- ✓ Mobile-Optimized
- ✓ Covered Cost
- ✓ Unlimited Use

Donation Appeal

Create scenarios for different donation levels.
Ex: $100 \times \$50 + 75 \text{ donors} \times \$100 + 50 \times \$200 = \$22,500$

TECHNOLOGY NEEDED:



TEXT2GIVE



ONLINE DONATION FORM



MOBILE BIDDING

MOVING AN IN-PERSON EVENT VIRTUAL?

Reach out to your supporters about shifting ticket sales and sponsorships to donations.

Live Auction

Assume 75% revenue to value on live auction items.
Ex: Item valued at \$2,000 should raise \leq \$1,500

TECHNOLOGY NEEDED:



FACEBOOK LIVE



YOUTUBE LIVE



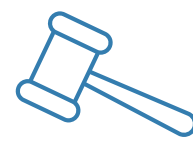
ZOOM

💡 Consider a **virtual auctioneer** via livestream to drive live auction revenue.

Fixed Price Items

Determine what fixed price items you can sell online.
Ex: raffles, sign-up parties, games, merchandise

TECHNOLOGY NEEDED:



MOBILE BIDDING



AUCTION MANAGEMENT SOFTWARE

💡 Raffles are subject to state regulations, be sure to check with your local gaming commission.

Launching Your Virtual Fundraiser

- ✓ Set Budget & Goals
- ✓ Identify Technology Resources
- ✓ Set Up Your Fundraising Site
- ✓ Promote Your Fundraiser
- ✓ Pre-Register Donors
- ✓ Launch Bidding & Donations
- ✓ Share Updates, Progress, & Livestream
- ✓ Close Donations & Bidding
- ✓ Process Payments
- ✓ Ship Items to Winners
- ✓ Thank Your Supporters