

W E B I N A R

There are NO Hybrid Supporters

Maximizing Engagement
in a Virtual World

WED JULY 13th 1 PM ET | 12 PM CT | 11 AM MT | 10 AM PT

onecause®

Hosts



Dawn Lego
Director, Brand Engagement
OneCause



Katrin VanHuss
Founder, CEO, Speaker, Author
Turnkey



Otis Fulton, Ph.D.
VP, Psychological Strategy
Turnkey

A group of six runners, three men and three women, are captured in motion during a race on a paved path. They are wearing athletic gear and race bibs. The background is a soft-focus view of green trees and foliage, suggesting a park or outdoor setting. The overall tone is bright and energetic.

The Problem With Events



Let's Change the Frame

What Is a Community?



Crowd vs. Community



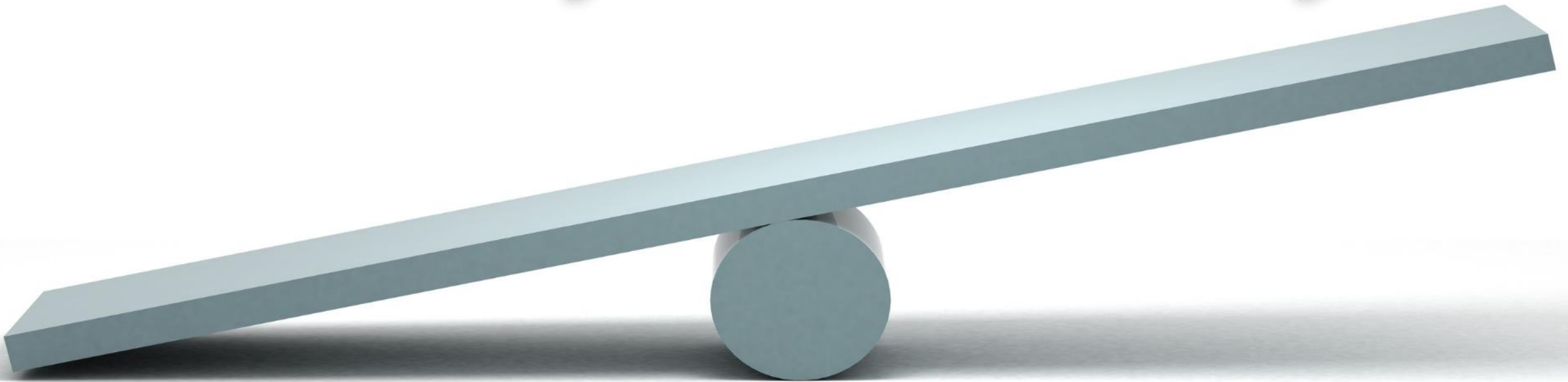
Identity





Identity Community

**Acquisition ≠
Identity / Community**



Events Don't Produce Warriors





**Use
Communities,
Not Events**

Ways to Build Community

- **Online Planning Meetings**
- **Run-up Celebrations**
- **Community Platform**
 - **Post Results**
 - **Comment**
- **Participate in Engagement to Other Revenue Channels**
- **Mission Activities**

If a person, who is a member in the same community as me, but the two of us have never met, contacts me and asks for my help, how likely am I to help her/him?

Fabian Pfortmüller, Together Institute



What Is THON?

For The Kids[®]

— So every *cub* can grow up to be a *Nittany Lion*



THON
DONATE.THON.ORG

Event = Moment, THON = All Year

**Our Yearlong
Efforts Culminate
in a 46-Hour Dance
Marathon**

Wrap Around Events

Event	2022 Date	Committee
Split/Pair Opens	June 1	Communications
THON Chair Rotational Workshop	June 7	Executive Committee
Donor Drive requests and corporate request	June 14	Fundraising Safety
Microsoft Education Month Kickoff	June 14	Technology
Alternative Fundraiser Requests Open	June 23	FS
Summer Retreat	June 26-27	Executive Committee
Family Involvement Form	July 1	Family Relations
Family Portal	July 1	Family Relations
DonorDrive Launch	July 1	Fundraising Safety
Microsoft Education Month Wrapup	July 12	Technology
PJ Whelihan's FTK #1	July 26	Hospitality
Mini-THON Leadership Summit	August 6	Executive Committee
Fall Captain Application Goes Live	August 16	Executive Committee
AAF Application Goes Live	August 16	Family Relations
Captain Application Q&A	August 17	Communications
Hershey Retreat	August 19-21	Executive Committee
New Family Orientation	August 19-21 (tentative)	Family Relations
Be A Part From the Start	August 22	Executive Committee
Fall Captain Application Due	August 26	Executive Committee
Split/Pair Deadline	August 27	Communications
Fresh Start Mat Cleaning	August 28th	OPPerations
Fall Captain Interview Calls	August 29	Executive Committee
Fall Captain Interview Week	August 30-September 3	Executive Committee
Opening of the Fundraising Window	August 30	FFG
Childhood Cancer Awareness Month	September 1-30	Public Relations
Early Donation Box/THONvelope Distribution	September 2	Fundraising Safety
Captains Announced	September 5	Executive Committee
CM Application Opens	September 6	Executive Committee
AAF Workshop #1	September 6	Family Relations
100 Day Shirt Order Opens	September 6	Merchandise
Athletic Shirt Order Opens	September 6	Merchandise
THON Chair Workshop #1	September 7	Communications
BJC All Staff Orientation	September 7	Event Safety

Events



**THON 5K
powered by PNC**



100 Days 'Til THON



Family Carnival



THON 2022



Join **THON** Nation

A group of business professionals, including men and women, are gathered in a huddle. Their hands are stacked in the center, symbolizing teamwork and collaboration. The background is bright and out of focus. The text "Let's Do THAT!" is overlaid in the center of the image.

Let's Do THAT!



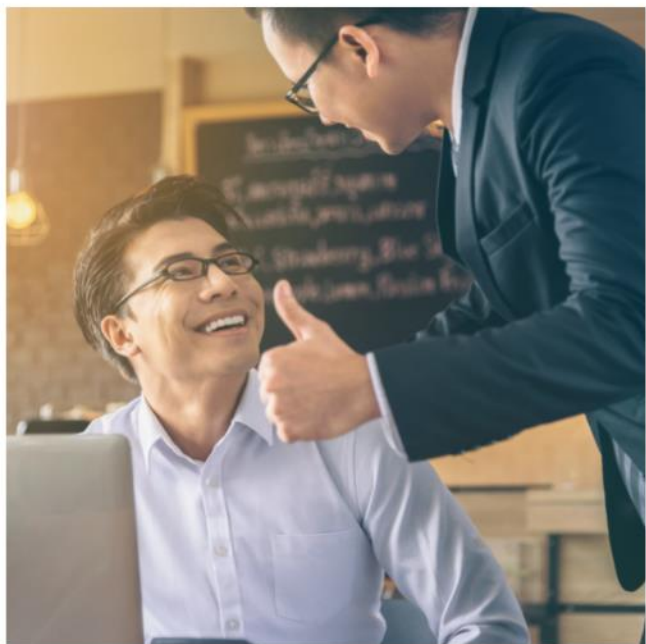
Here's Why THAT Is Hard

Can We?



We Can, Here's How:

**Seek Support on
Collaboration
for Community
Building**



We Can, Here's How:

**Seek Support on
Collaboration
for Community
Building**

**Build Community
Opportunities
Through Peer-to-Peer
Platforms**



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**Train Staff to Create
Opportunities for
People to Express
Their Identity**



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**Change Performance
Metrics to Include
Constituent
Retention**



What if We Did This?

- **Retention Would Skyrocket; You'd Spend Less Time on Acquiring and More Time Making Your Community Happy**
- **Your Community Would Be Happier; You'd Be Happier**
- **Your Community Members' Lifetime Value Would Skyrocket**

Questions? Thoughts?



**Turnkey connects people and
solves problems to help humanity.**



Contact Us
info@turnkeyforgood.com

BEYOND THE WEBINAR

- **Engage With Us**
 - Q & A and Chat (defaults to host/panelists)
 - Share with Friends on Social
- **Continuing Education Credit**



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 - Wrap-up email with Webinar recording
 - Exclusive content
- **Survey**
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Raise[®]

2022

September 12-13
Chicago, IL | In-person & Virtual

TICKETS ON SALE

PRESENTED BY ONECAUSE



WEBINAR

Beyond Hybrid Events

onecause®

HubSpot
for Nonprofits

The New Ethos for Nonprofits & Supporter Relationships

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