

# No Limits Cafe

The small but mighty team at No Limits Cafe stared at their fundraising calendar with all the uncertainty ahead, and they decided to take action. They organized a virtual event with live donation appeals to continue to fuel their mission of empowering adults with intellectual disabilities by providing jobs to help them lead fulfilling lives.

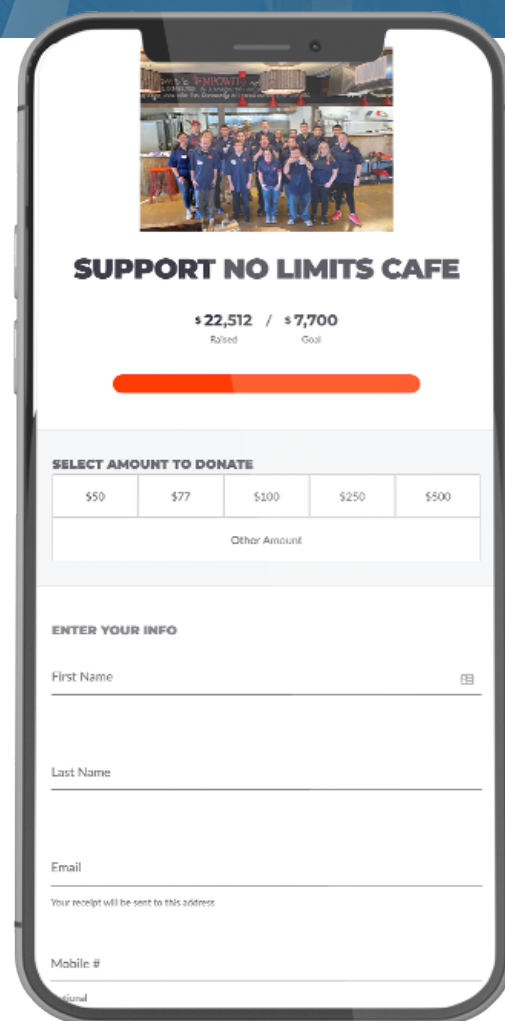
## ONLINE FUNDRAISING ACTIVITIES

DONATION APPEAL | LIVESTREAM EVENT








### WHAT MADE THIS EVENT UNIQUE?

No Limits Cafe put on an amazing livestream event highlighting their mission while also keeping donors engaged throughout the 2 hour event.

The program included a virtual red carpet, concert, dance party, comedian, personal videos from cafe employees, and giveaways. This entertainment coupled with donation appeals throughout the event kept the energy and fundraising impact at a high level.



## VIRTUAL FUNDRAISING STRATEGIES

-  Mission-driven videos
-  OneCause Text2Give: Mobile Donation Software
-  Used Zoom for livestreaming platform
-  Fundraising thermometer visible throughout event
-  Kept mission & impact at the center of program
-  Donation appeal followed the mission driven moment
-  Teamed up with local vendors to receive a portion of their sales on event night

## BEST PRACTICES/LESSONS LEARNED

- ✓ Incite giving with the visibility of fundraising progress on event night.
- ✓ Keep messaging clear and authentic.
- ✓ Create a buzz pre-event with social media and email.
- ✓ Send event program to guests pre-event to spike engagement.
- ✓ You can pull off a 2 hour event with engaging programming.
- ✓ Keep things simple in a virtual world.

## RESULTS

**325%** to Text2Give goal with offline donations  
**400** households participated remotely  
**\$20,000+** raised from registration and ticketing

**\$45,000 total raised**

## IN THEIR WORDS

“We were able to keep it simple, have fun, and connect our virtual event guests to our mission. Going virtual isn’t about all the bells and whistles--find a way to differentiate yourself from other events while still staying true to your cause and the results may just surprise you like they did us.”

*Ilene Winters, Director of Development*