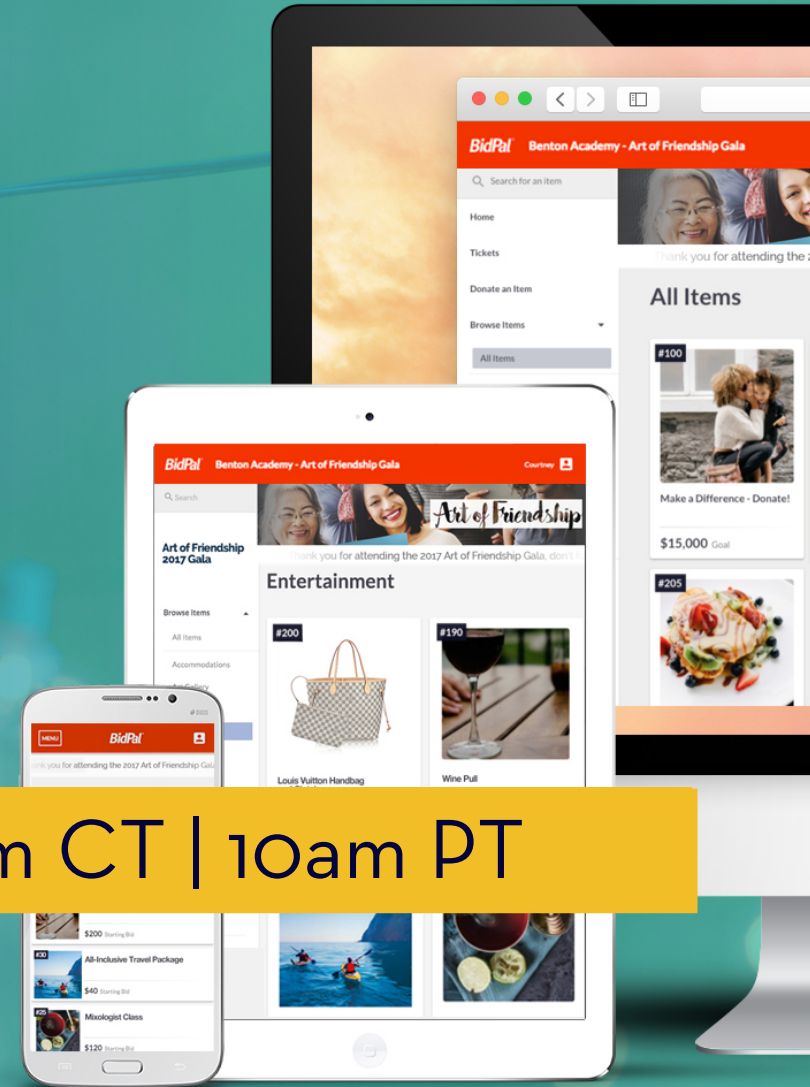


The Essentials of Virtual Fundraising

Wednesday April 15th, 2020 | 2pm ET | 1pm CT | 10am PT



Session Hosts



Emily Newberry
VP of National Accounts
OneCause



Melissa Merriam
Sr. Director, Consulting &
Customer Education



Rich Dietz
Director of P2P Solutions
OneCause

AGENDA

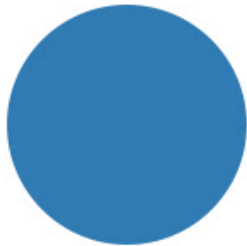
- Virtual Fundraising Today
- Nonprofits In Action
- Tips for Launching



SOCIAL DONOR SHIFT

How They Heard About The Donation Opportunity

57%



Through a friend, family member, or colleague

26%



The nonprofit or charity reached out directly

23%



Through work

20%

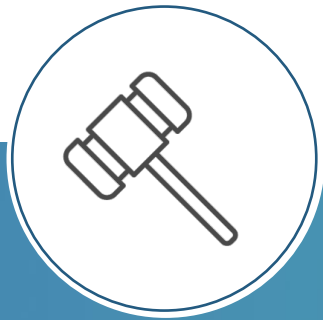


Advertisement

VIRTUAL FUNDRAISING

TODAY

TYPES OF VIRTUAL FUNDRAISING



Online Auctions



Moving an In-Person
Virtual



Virtual & Online
Campaigns



Moving On-the-Ground
Events Online



FUNDRAISING 2020

Short Term Needs

- Funding Now
- Decisions & Action

Long Term Strategy

- Prepared Uncertainty
- Donor Engagement

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

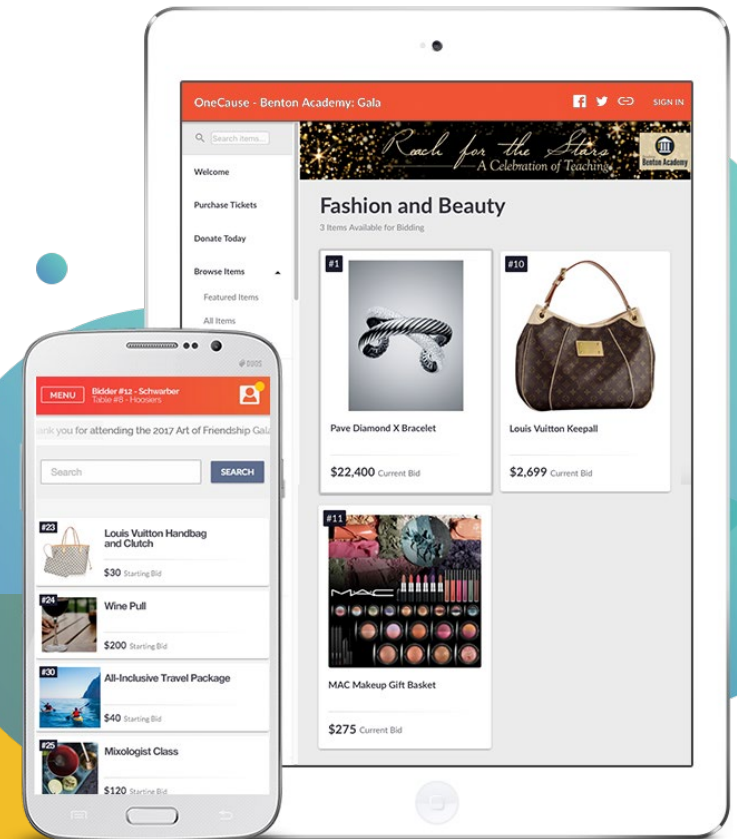
ONLINE FUNDRAISING

- 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





ASK OUR EXPERTS

Should we wait or go online now?

NONPROFITS

IN ACTION

Cornerstone Schools of Alabama

The image displays a desktop website and a mobile app interface for Cornerstone Schools of Alabama. The desktop website features a dark blue header with the text "Cornerstone Schools of Alabama - Schoolhouse Rock 2020" and social media icons. A search bar is located below the header. The main content area includes a banner for "PRESENTED BY CORNERSTONE'S JUNIOR BOARD" and "ROCK Schoolhouse REGIONS FIELD FRIDAY, MARCH 13 7-11 PM". Below the banner, there is a "THANK YOU, 2020 SPONSORS" section with a "PRESENTING SPONSORS" list. The mobile app interface shows a donation screen with two items: "#1" for "CORNERSTONE SCHOOL" with a "\$320 Raised" amount, and "#2" for "Fund-A-Need: \$100 Cornerstone Uniforms" with a "\$500 Raised" amount. Both items have a red prohibition sign next to the raised amount.

Cornerstone Schools of Alabama - Schoolhouse Rock 2020

SEARCH

WELCOME

PURCHASE TICKETS

MAKE A DONATION

FEATURED ITEMS

BROWSE ITEMS

ALL ITEMS

SPONSORS

ABOUT US

PRESENTED BY CORNERSTONE'S JUNIOR BOARD

ROCK Schoolhouse

REGIONS FIELD FRIDAY, MARCH 13 7-11 PM

THANK YOU, 2020 SPONSORS

PRESENTING SPONSORS

ARD Contracting, Inc.
CS Beatty Construction, Inc.
Cindy & Lee Kinnebrew
Marcia & Billy Strickland
UBS Financial Services

Partnering

Mary & Victor Hanson
Melinda & Bubba Helveston
Medical Properties Trust, Inc.
Fairfax & Drayton Nabers
Joan & Jim Rein
Vulcan Value Partners

Supporting

CenterState Bank
Julie & Jim Goyer
Protective Life Corporation
RADERMcCARY
Marsha & Owen Vickers

Patron

Cornerstone Schools of Alabama - Schoolhouse Rock 2020

#1

CORNERSTONE SCHOOL

Donate to Cornerstone Schools of Alabama

\$320 Raised

#2

Fund-A-Need: \$100 Cornerstone Uniforms

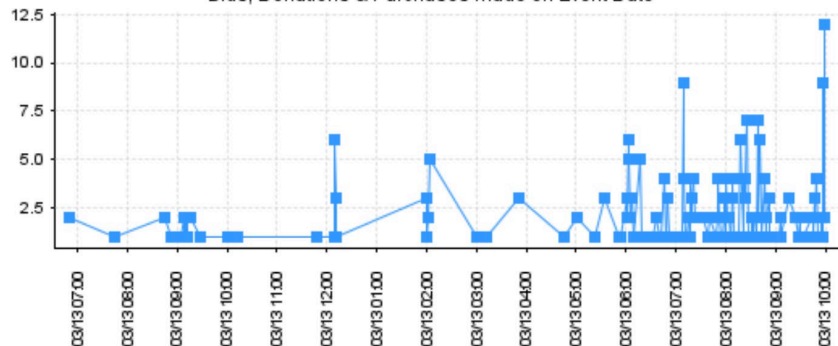
\$500 Raised



Virtual Playbook: Cornerstone Schools of Alabama

Auction Activity Graph

Bids, Donations & Purchases made on Event Date



VIRTUAL *Setup*

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

SUCCESS *Tips*

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

SOCIAL MEDIA

Cornerstone Schools of Alabama
March 12 at 4:18 PM · 🌐

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 Schools of Alabama
March 13 at 7:11 PM · 🌐

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 Carrier Safety Consulting, Becky & Kirby Sevier, Stone Building Company, Synovus Bank, Vulcan Materials Co Foundation, Weaver LLC, and White Plume Technologies LLC.



Cornerstone Schools of Alabama
March 13 at 10:27 AM · 🌐

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

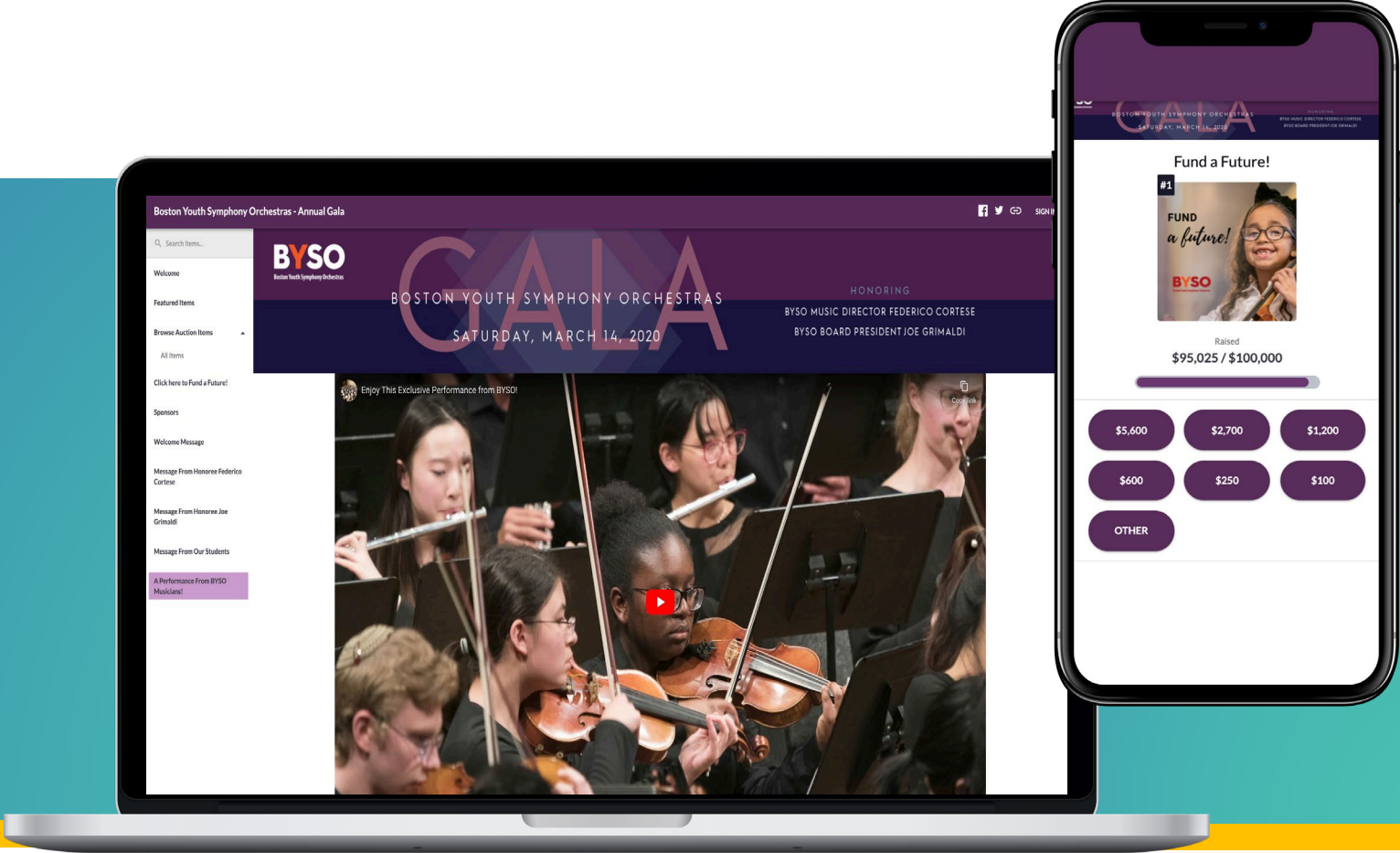


Cornerstone Schools of Alabama
March 13 at 10:37 PM · 🌐

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



Other Virtual Campaigns



Other Virtual Campaigns



Other Virtual Campaigns



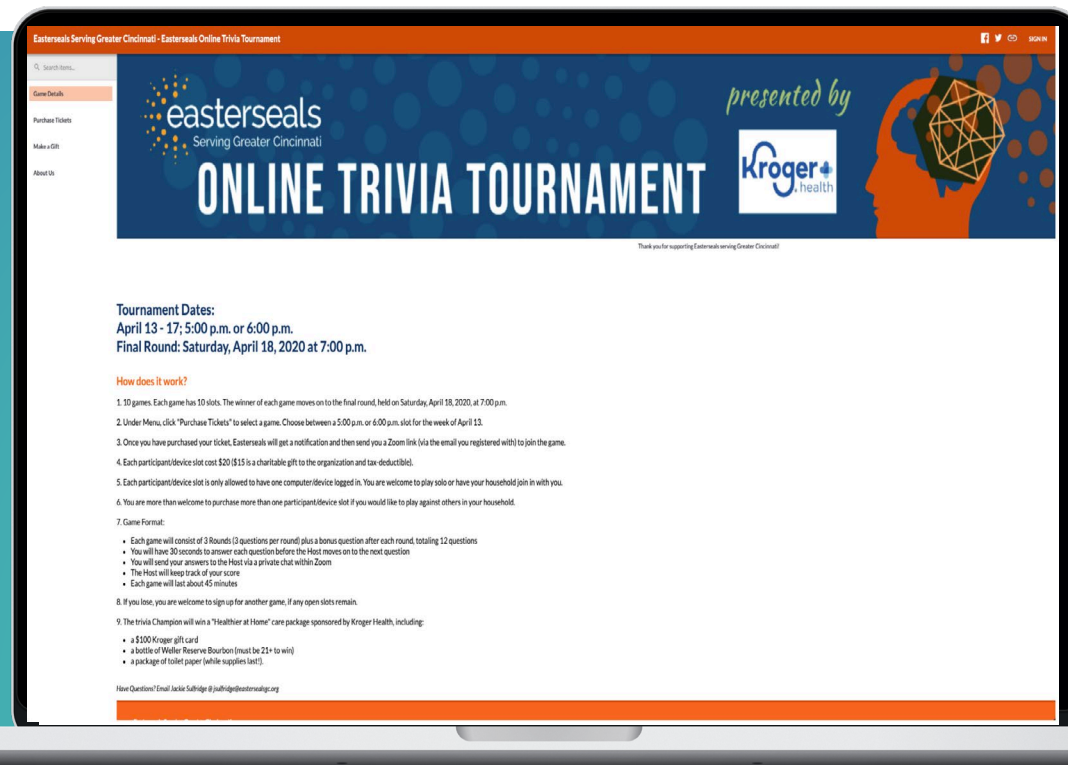
Other Virtual Campaigns



Other Virtual Campaigns



Other Virtual Campaigns



The screenshot shows a laptop displaying the website for the "Easterseals Serving Greater Cincinnati - Easterseals Online Trivia Tournament". The page features a dark blue header with the Easterseals logo and the text "presented by Kroger+health". The main content area is white and contains the following information:

Tournament Dates:
April 13 - 17: 5:00 p.m. or 6:00 p.m.
Final Round: Saturday, April 18, 2020 at 7:00 p.m.

How does it work?

- 10 games. Each game has 10 slots. The winner of each game moves on to the final round, held on Saturday, April 18, 2020, at 7:00 p.m.
- Under Menu, click "Purchase Tickets" to select a game. Choose between a 5:00 p.m. or 6:00 p.m. slot for the week of April 13.
- Once you have purchased your ticket, Easterseals will get a notification and then send you a Zoom link (via the email you registered with) to join the game.
- Each participant/device slot cost \$20 (\$15 is a charitable gift to the organization and tax-deductible).
- Each participant/device slot is only allowed to have one computer/device logged in. You are welcome to play solo or have your household join in with you.
- You are more than welcome to purchase more than one participant/device slot if you would like to play against others in your household.

7. Game Format:

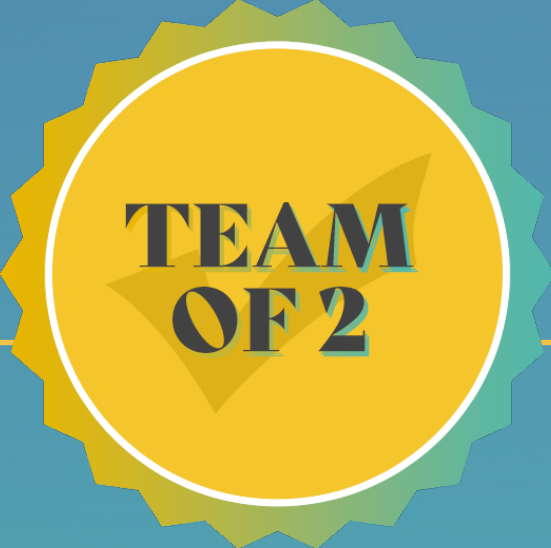
- Each game will consist of 3 Rounds (3 questions per round) plus a bonus question after each round, totaling 12 questions
- You will have 30 seconds to answer each question before the Host moves on to the next question
- You will send your answers to the Host via a private chat within Zoom
- The Host will keep track of your score
- Each game will last about 45 minutes

8. If you lose, you are welcome to sign up for another game, if any open slots remain.

9. The Trivia Champion will win a "Healthier at Home" care package sponsored by Kroger Health, including:

- a \$100 Kroger gift card
- a bottle of Weller Reserve Bourbon (must be 21+ to win)
- a package of toilet paper (while supplies last).

Have Questions? Email: Lacie.SalHige@jshd@easterseals.org



**TEAM
OF 2**

Virtual Playbook Boston Youth Symphony

onecause[®]
POWERFUL FUNDRAISING SOLUTIONS

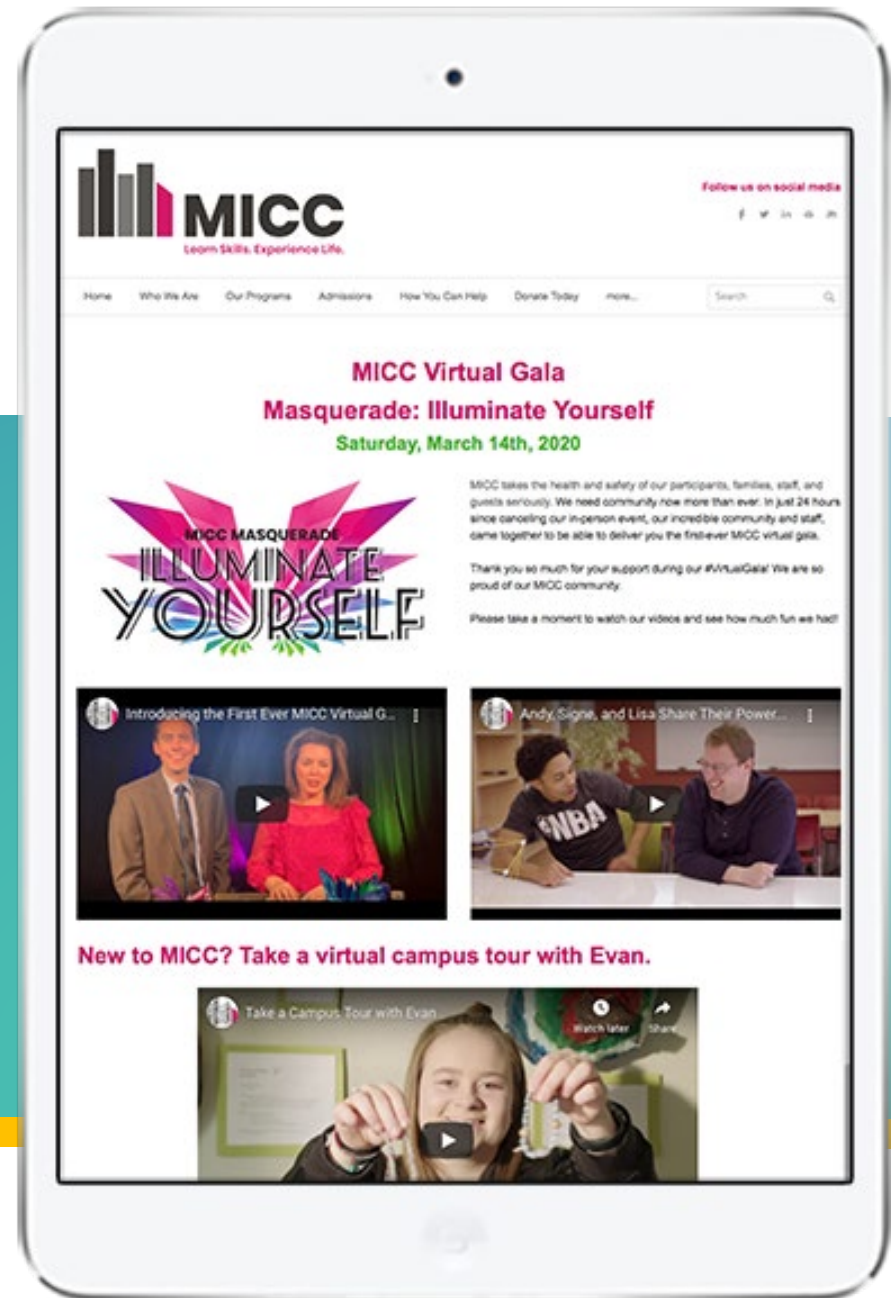
VIRTUAL *Setup*

- 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

MICC





Virtual Playbook MICC

onecause®
POWERFUL FUNDRAISING SOLUTIONS

VIRTUAL *Setup*

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

SUCCESS *Tips*

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

VIRTUAL GIVING CENTER

#MICCMasquerade Home Donor Wall Timeline Donate

MICC VIRTUAL GALA SUPPORTING MINNESOTA INDEPENDENCE COLLEGE AND COMMUNITY

\$313,335 USD RAISED

151 Donors

Make a Donation

Andy, Signe, and Lisa Share Their Powerful MICC Stories

MORE VIDEOS

0:04 / 8:22

MICC Virtual Gala Fund A Need

To ensure the safety of our participants, families, staff and guests, we're hosting this year's gala virtually! Expect all the same fun, from the comfort and safety of your home! There is a huge lack of services for adults with autism spectrum disorders and other learning differences. The need for programs like MICC is high and what we do is incredibly rare. Your support has been critical over the years.

Your support has helped us achieve significant program impacts. Thanks to you, we have:

- **increased our enrollment** across all of our programs by 30%
- **advocated with the Minnesota Legislature** and passed policy requiring Minnesota High School guidance counselors to share post-secondary options with individuals with disabilities
- **invested in our Careers Certificate** program and currently 98% of our participants are employed
- 100% of our participants are **living independently**
- increased our **financial assistance by 40%** ensuring that finances are no longer a barrier to enrollment

To continue these societal, organizational and individual impacts, we ask you to support our Virtual Gala Fund A Need and spread the word with #miccmasquerade.

If you wish to make a donation using check, stock or a donor advised fund, please email your pledge to development@miccommunity.org and we will record your contribution offline.

Virtual Gala: Schedule of Events

Friday, March 13
3:00 PM CDT: Auction items and Fund-A-Need are LIVE online!

Saturday, March 14
6:30 PM CDT: Facebook Live Watch Party: Full Gala Program, Online Auction, Fund-A-Need
8:00 PM CDT: Online Auction and Fund-A-Need close

THANK YOU TO THE LIGHTY FAMILY, HALLEY FOSS AND FAMILY, AND AN ANONYMOUS MINNESOTA FAMILY FOR PROVIDING A TOTAL OF \$150,000 IN MATCHING GIFTS!

77.19%

RAISED: **\$313,335** GOAL: **\$300,000**

MICC VIRTUAL GALA ENDS IN **10 days, 13h:13m:8s**

Donate Now

ABOUT MINNESOTA INDEPENDENCE COLLEGE AND COMMUNITY

MICC Our Mission is to transform the lives of individuals and families affected by the autism spectrum and learning differences. Our vision is a world wh...

[show more](#)

Donate to Minnesota Independence College and Community

MICC

Donation Amount (USD) *

\$25	\$50	\$100 ✓	\$ Other Amount
\$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)

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

“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

VIRTUAL GIVING CENTER

#MICCMasquerade Home Donor Wall Timeline Donate

Andy, Signe, and Lisa Share Their Powerful MICC Stories

MICC VIRTUAL GALA SUPPORTING MINNESOTA INDEPENDENCE COLLEGE AND COMMUNITY

\$313,335 USD RAISED

151 Donors

Make a Donation

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 Sackreiters • Thomas and Linda Rundle • isensee family

Donate to Minnesota Independence College and Community

MICC

Donation Amount (USD) *

\$25 \$50 **\$100** \$ Other Amount

\$250 \$500 \$1,000

\$2,500 \$5,000 \$10,000

\$25,000

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

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First Name Last Name

Email Address *

Email address

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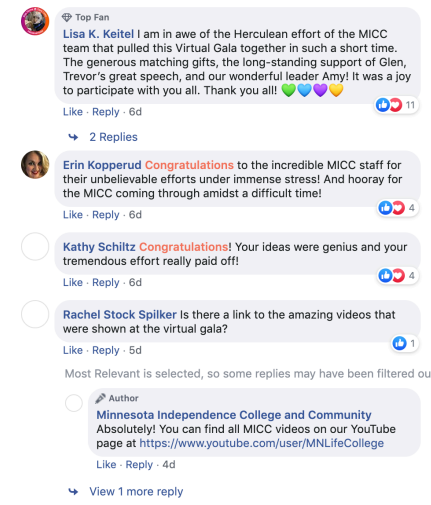
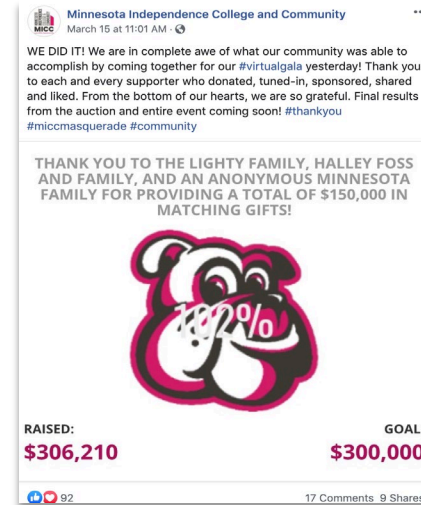
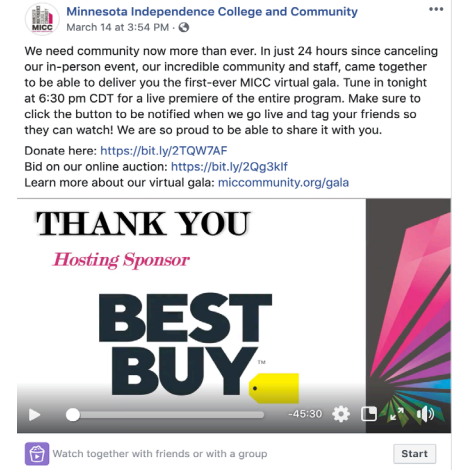
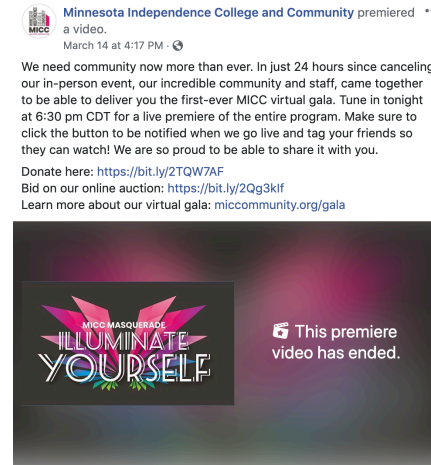
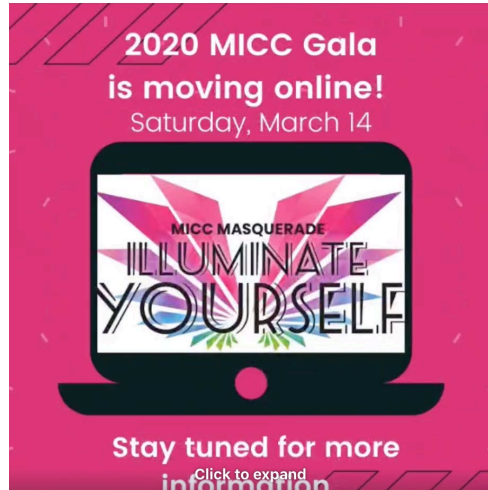
Personal Note (Optional)

Add a personal message

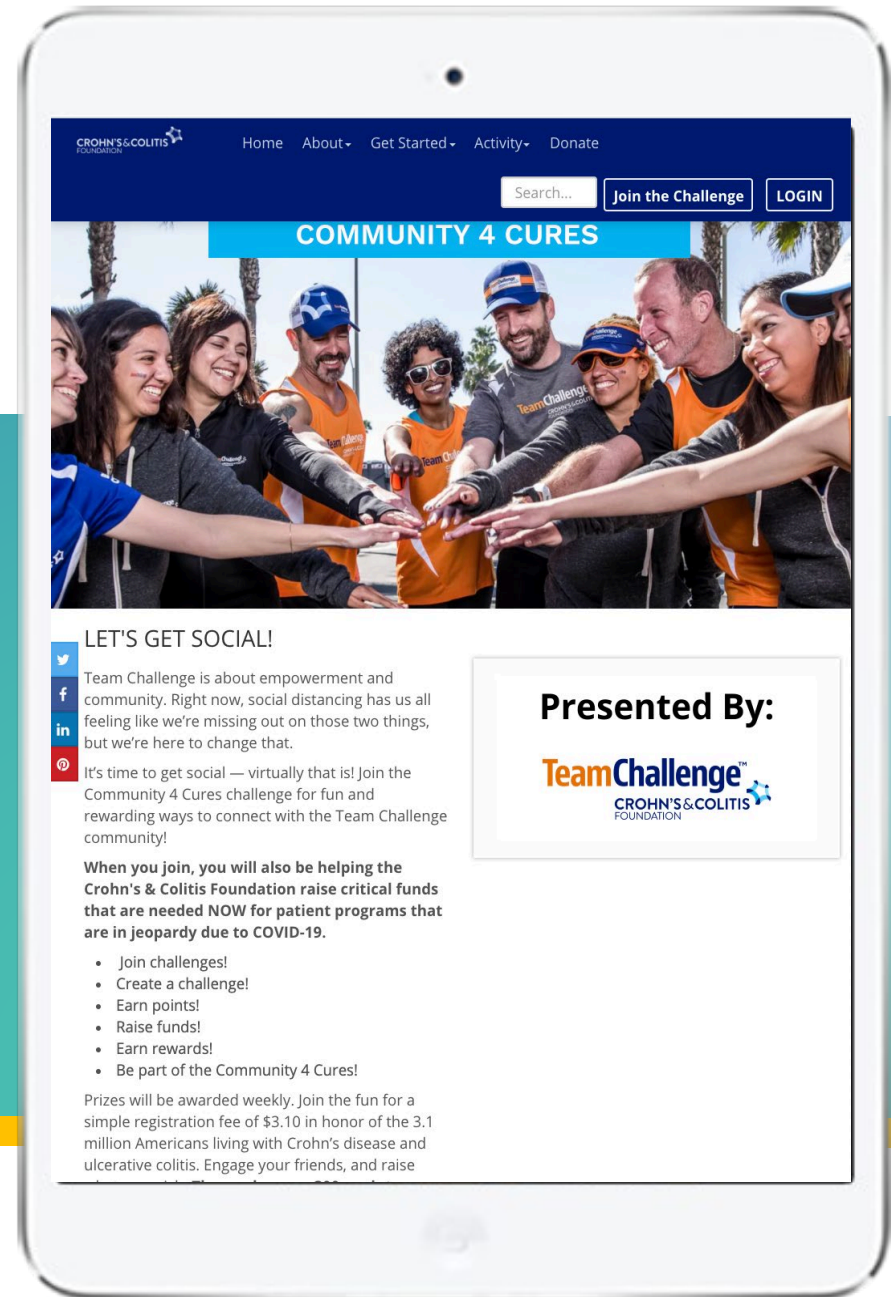
How did you learn about our virtual gala? (Optional)

“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

SOCIAL MEDIA



Crohn's & Colitis Foundation



Virtual Playbook

onecause®
POWERFUL FUNDRAISING SOLUTIONS

VIRTUAL *Setup*

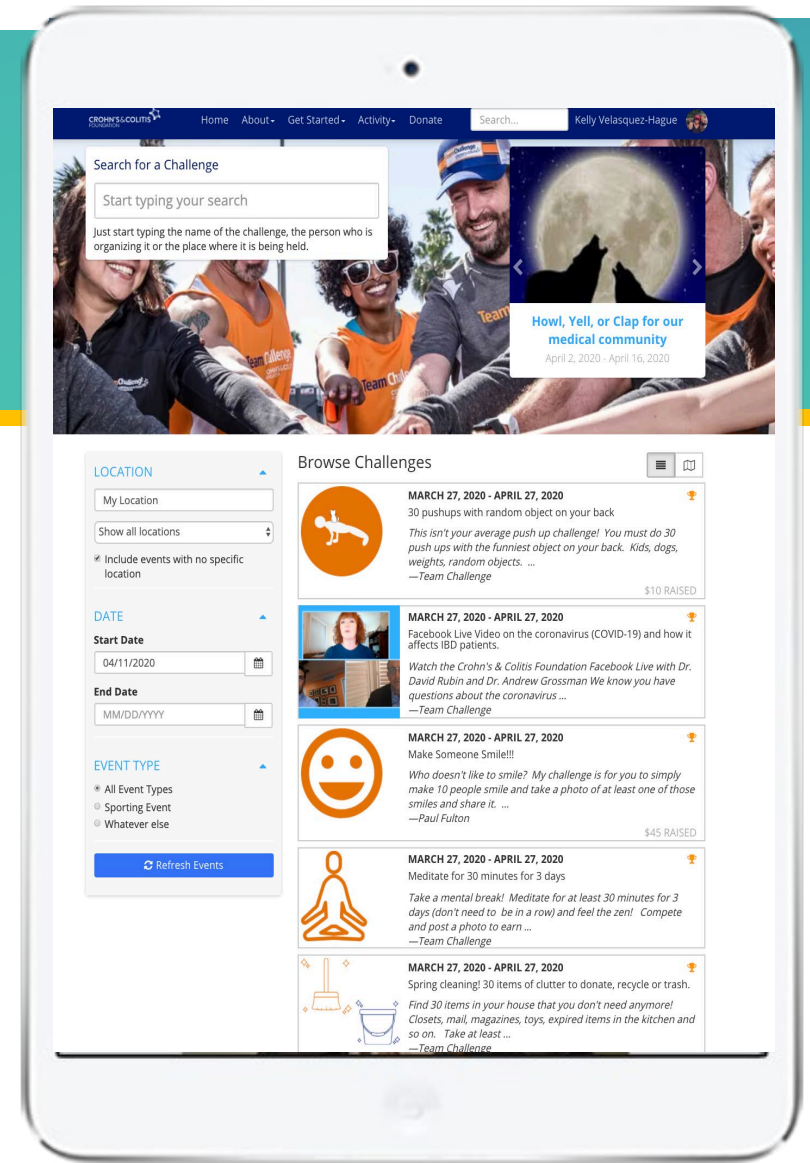
- Team Based Virtual Campaign
- Challenge of the Day
- Earn Points + Rewards + Fundraising
- Template Challenge or DIY

SUCCESS *Tips*

1. Registration Fee \$3.10
2. Keep it Fresh with new communication daily/weekly
3. Social Media - hashtags, photos, blogs and activities
4. Make it easy and meet supporters where they are

Virtual P2P Tips

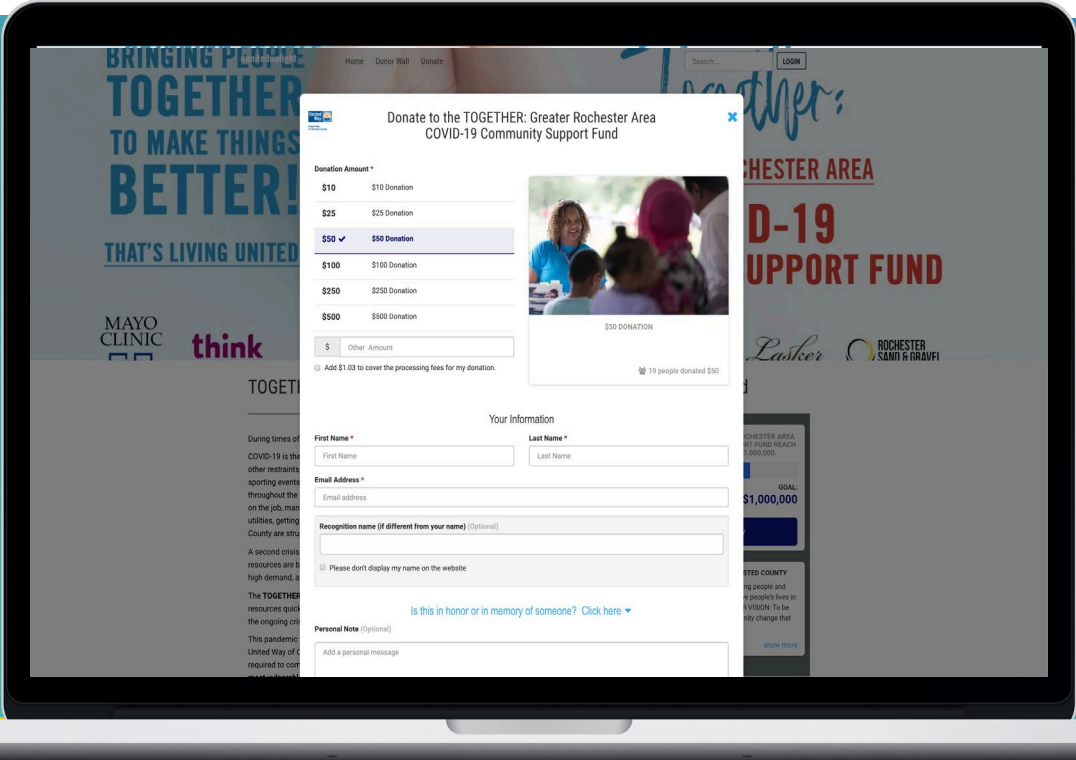
1. Social & Easy Click Registration
2. Gamification & Motivation
3. Competition & Rewards
4. Fun, Social & Personal



Other Virtual Campaigns



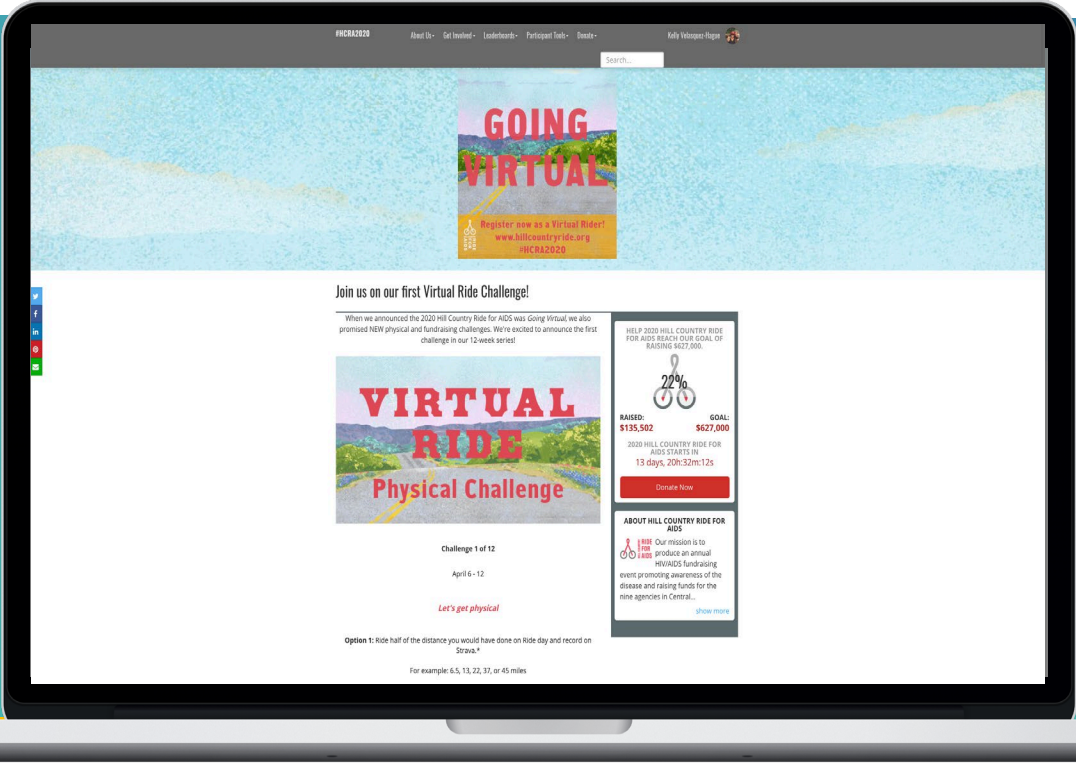
Other Virtual Campaigns



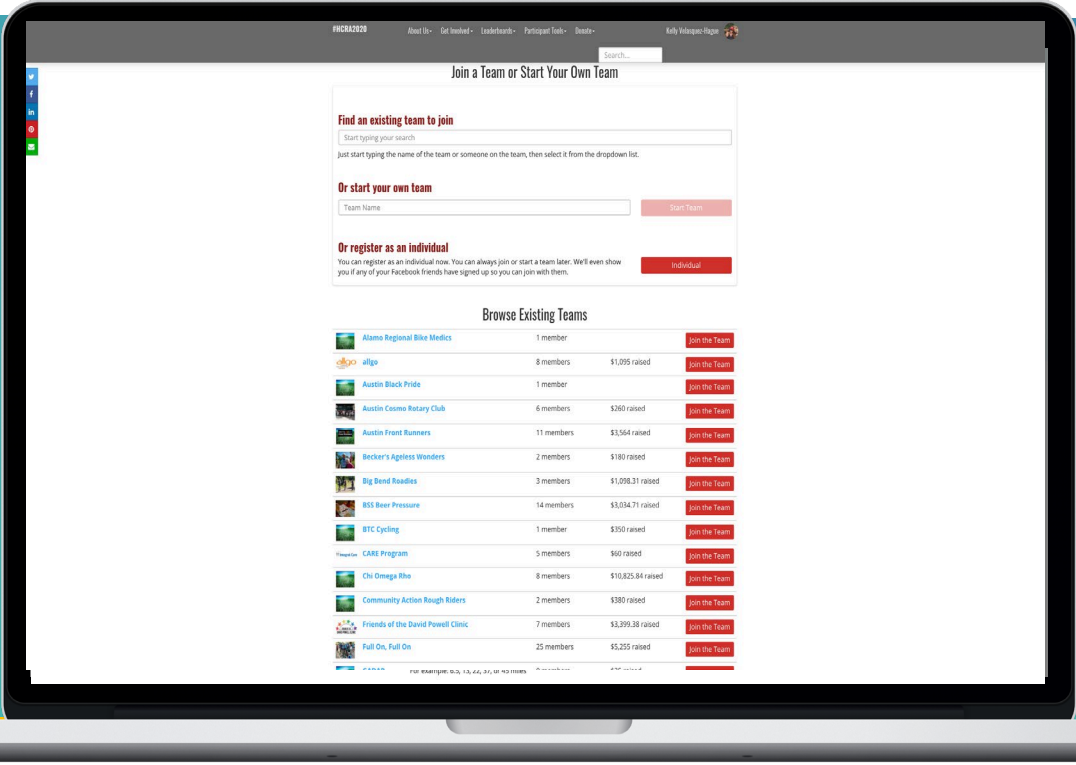
Other Virtual Campaigns



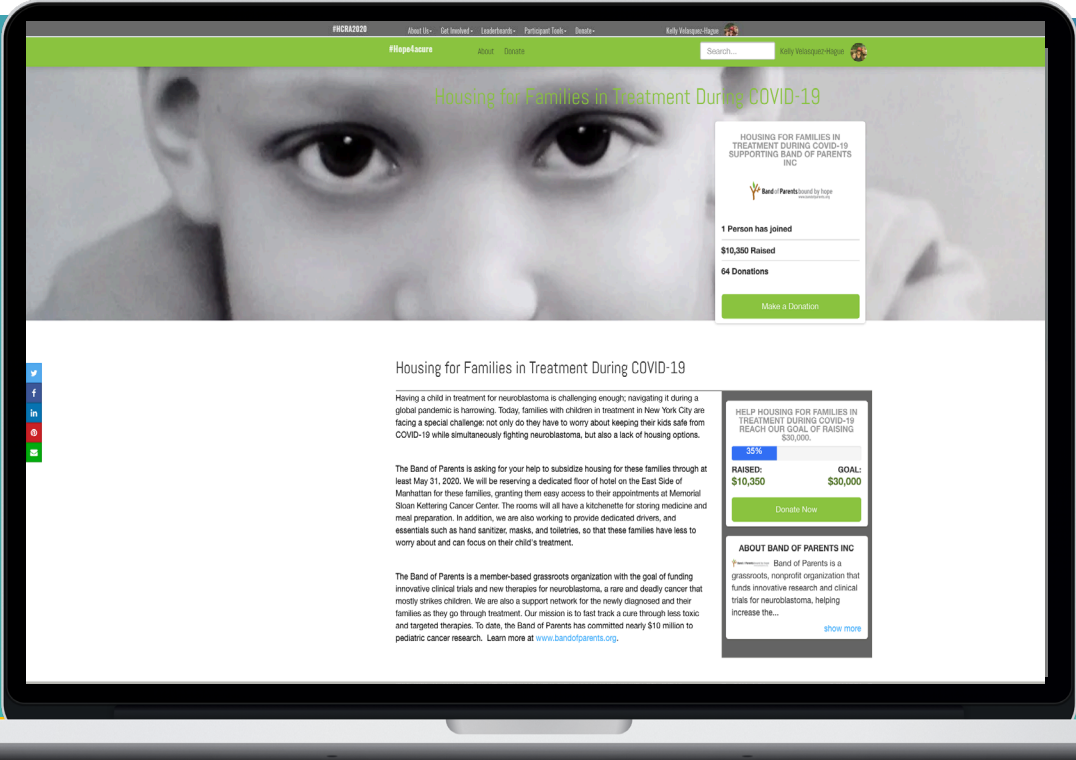
Other Virtual Campaigns



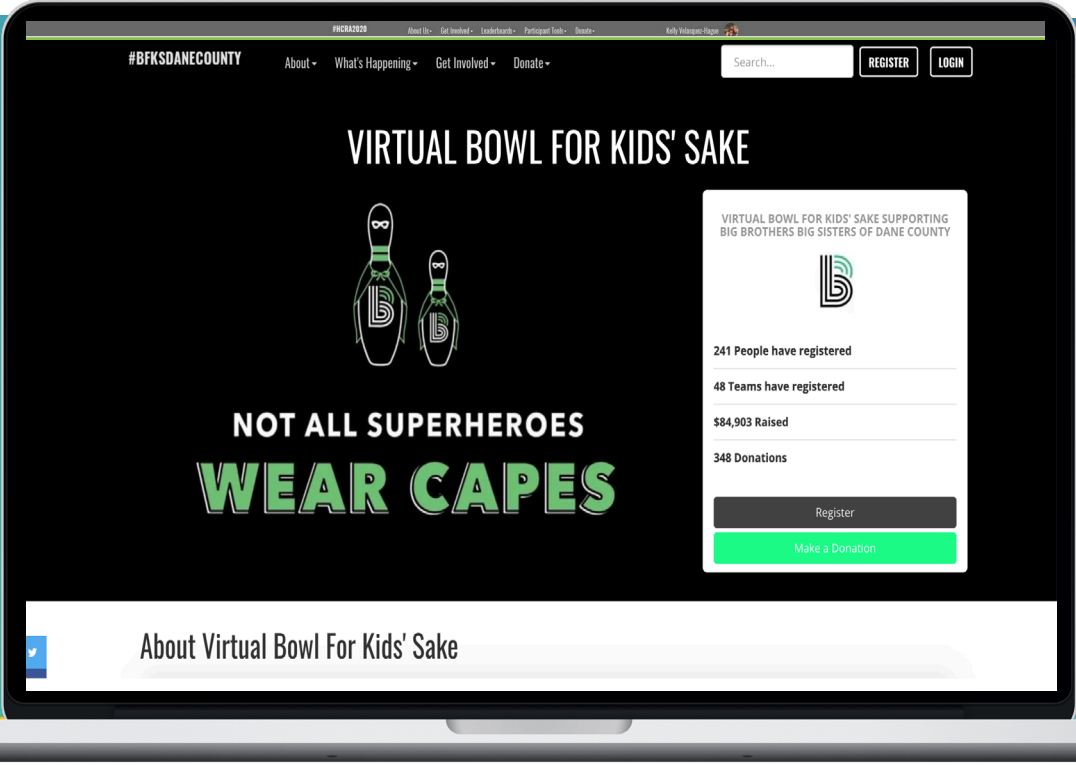
Other Virtual Campaigns



Other Virtual Campaigns



Other Virtual Campaigns



TIPS FOR LAUNCHING

VIRTUAL FUNDRAISERS

Event Less Than 60 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 60 Days Out

onecause®
POWERFUL FUNDRAISING SOLUTIONS

- 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



Questions?

Join us at the Digital Pivot

| April 15-16



A FREE virtual conference helping nonprofits
make the pivot now.

Register @ npoinnovators.com

in partnership with

360°

NONPROFIT

INNOVATORS CLUB



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