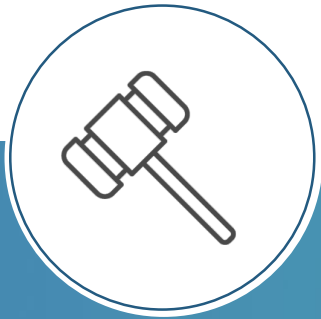


# Virtual Fundraising Success:

Strategies & Lessons *from Those That Pivoted*

WEDNESDAY, MAY 20<sup>TH</sup> | 1PM ET | 12PM CT | 10AM PT

# TYPES OF VIRTUAL FUNDRAISING



Online Auctions



Moving an In-Person  
Virtual

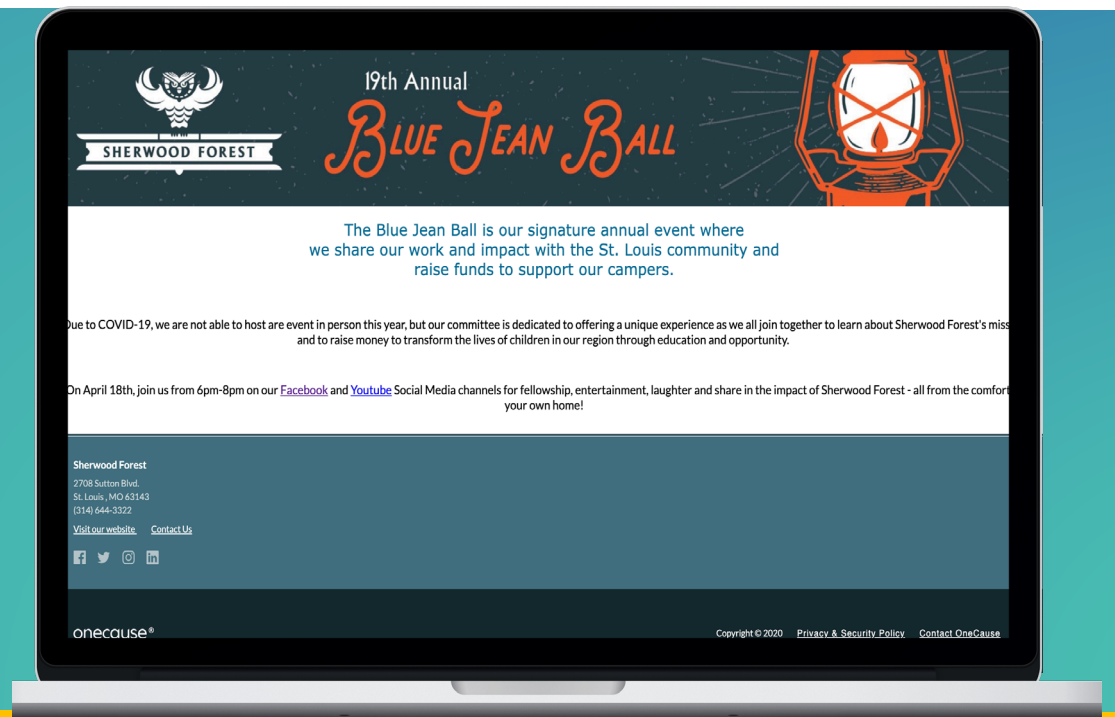


Virtual & Online  
Campaigns

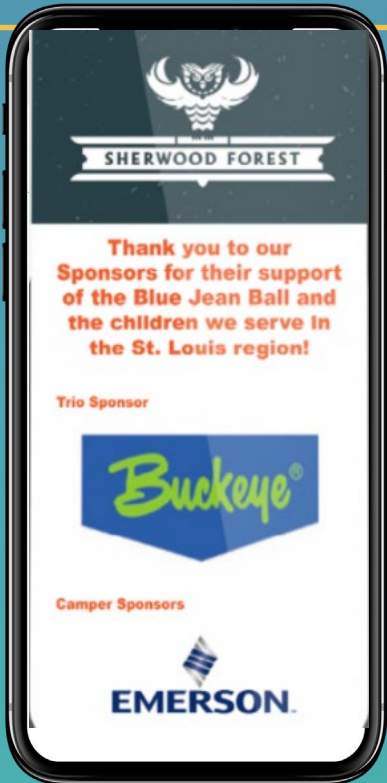


Moving On-the-Ground  
Events Online

# Sherwood Forest



# Virtual Playbook:

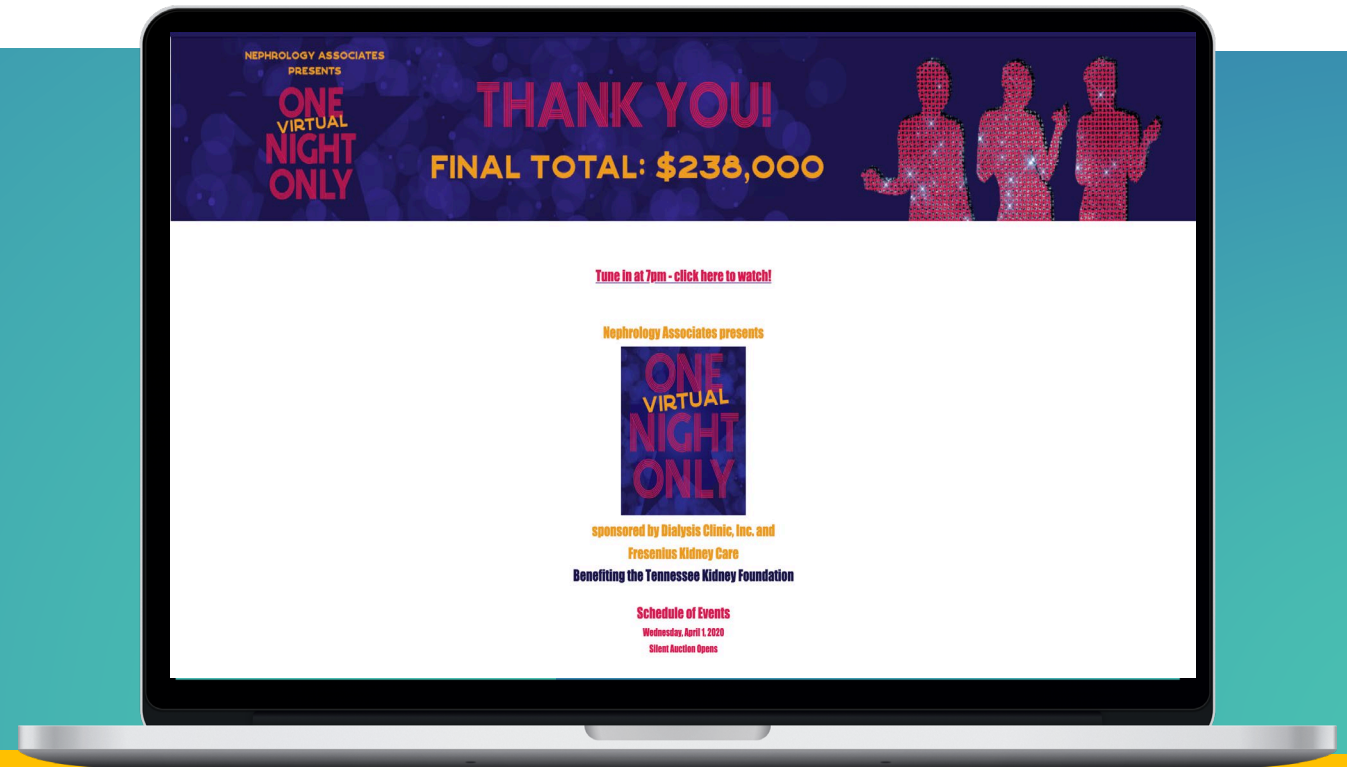


## SUCCESS *Tips*

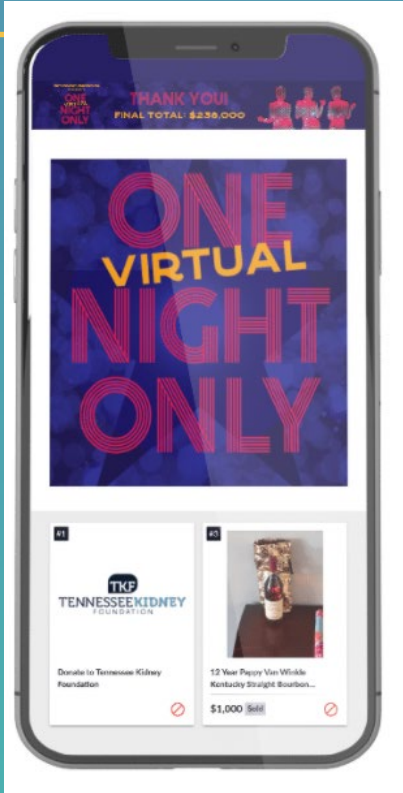
1. 2 hours programming | broken into 30 min. segments
2. Used [OneCause Virtual Event Manager](#)
3. Created pre-recorded videos to showcase camp
4. Targeted phone calls to donors of last 5 years
5. \$500 Party-In-Place Package full of local delicacies
6. Hired a local AV company to do [tech support](#)
7. Livestreamed via [Facebook](#) and [YouTube](#)
8. Had a band play at times throughout the event
9. Campers & camp director shared stories via [Zoom](#)
10. Executive Director explained the need and impact



# Tennessee Kidney Foundation



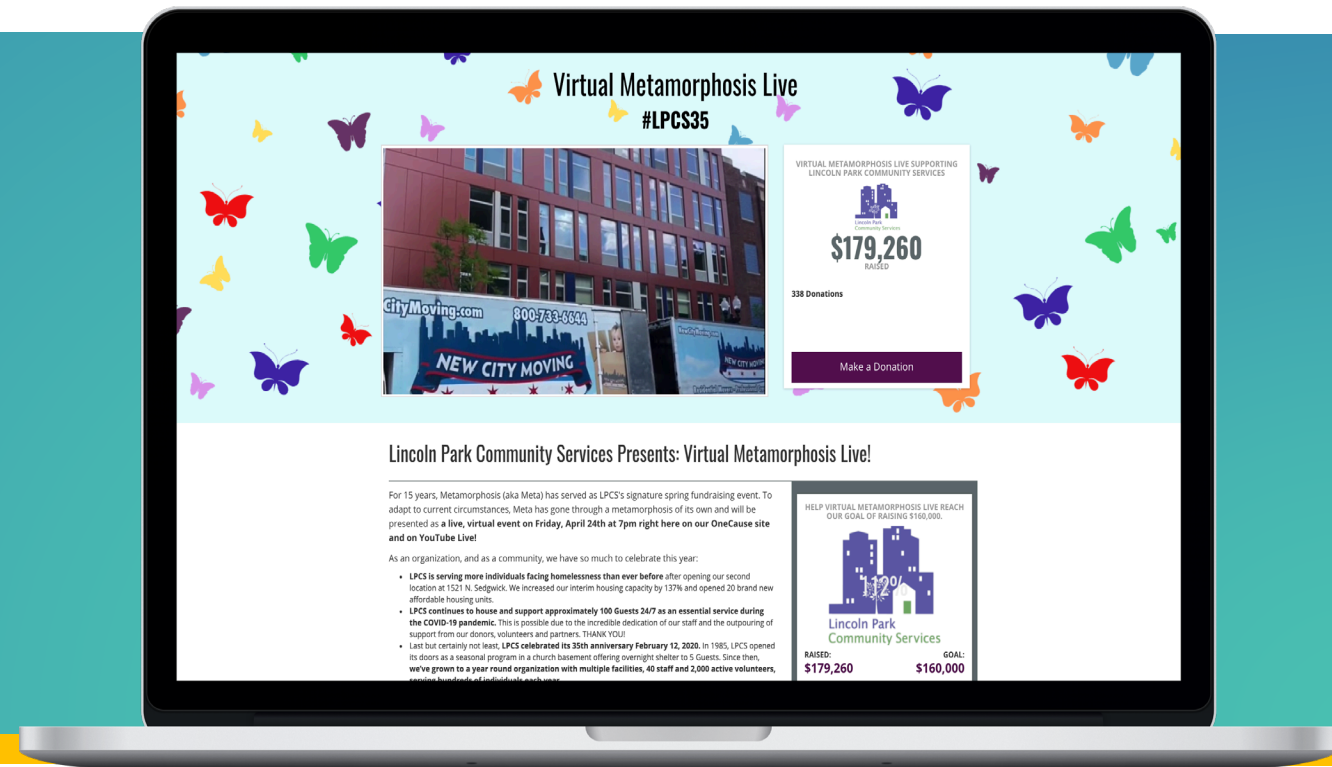
# Virtual Playbook:



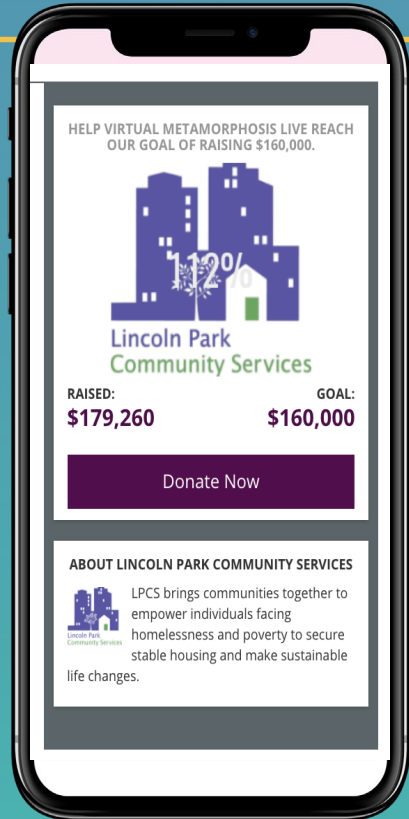
## SUCCESS *Tips*

1. Worked with Event Production Co. to design virtual program
2. Personal outreach to sponsors to continue support
3. Featured pre-recorded sponsor & supporter testimonials
4. Partnered with [Auctioneer](#) & Emcee
5. Facebook & Social media chats real-time
6. Pre-event promotion on all social channels
7. [Ambassadors](#), Board & Committees blast their networks
8. Facebook ADs to tag sponsors
9. More smaller silent auction packages
10. Program: 1 hr 15 min program | [Structured timeframe](#)

# Lincoln Park Community Services



# Virtual Playbook:



## SUCCESS *Tips*

1. Personal outreach to sponsors to convert sponsorships
2. Opened up donations early (2 weeks pre-virtual event)
3. Used YouTube Live | Short Program 1 hr.
4. Event Programming: Feature mission moments and awards
5. Embed the livestream event on the Online Giving Site
6. Keep it fun: Signature LPCS event cocktail
7. Use a specialized event hashtag.
8. Test everything before going live!
9. Anticipate lag from your livestreaming technology
10. Invest in livestreaming equipment





# Questions?

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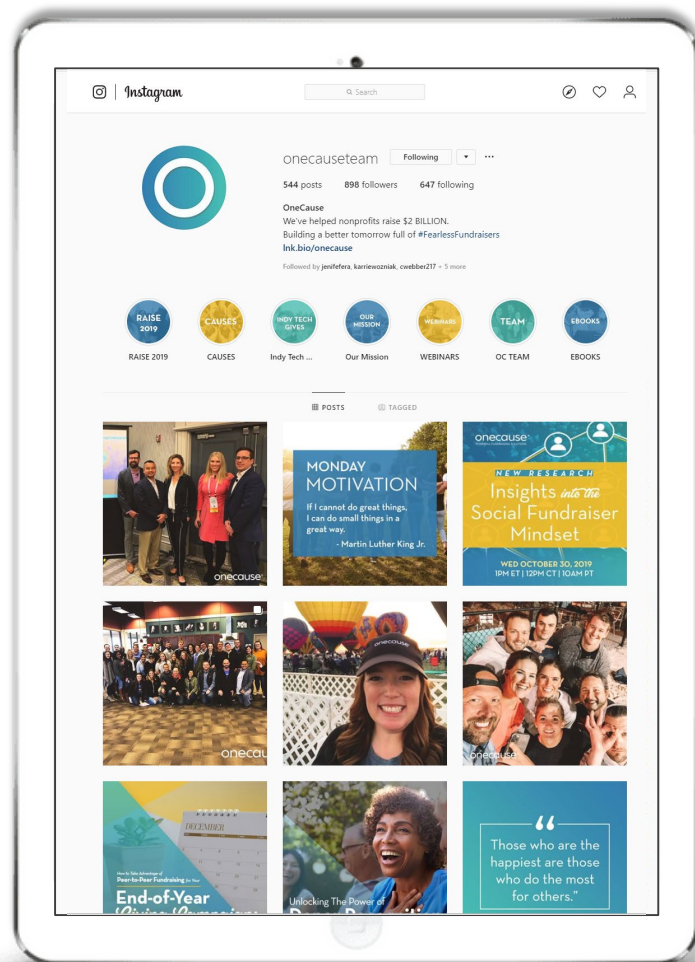




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# ASK THE EXPERTS Q&A

LIVE Q&A SESSION



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