onecause®
POWERFUL FUNDRAISING SOLUTIONS

Virtual Fundraising
IN ACTION

Keeping Donor Momentum & Engagement

TUESDAY DEC 15, 2020

1PM ET | 12PM CT | 11AM MT | 10AM PT

2020 STRATEGIES

- *Virtual Pivot Recap*
- *Framework for ROI*
- *Increasing Engagement*
- *Momentum & Touchpoints*
- *Lessons Learned*

GUESTS

Kelly Velasquez-Hague
VP of Content Marketing
OneCause

Michelle Casserly
Executive Director Strategic Events
Hackensack Meridian – Meridian Health Foundation

onecause®

NEW FRAMEWORKS

onecause®

Honest & Open
Embrace New Ideas
Committee Meetings
2020
Live Polls QA
Ask Donors!
Grateful & Blessed
Incentives & Swag
On-Demand Options

Event Pivot

8 Major Events

50+ Cultivation Events

Hosted **7 events** PRIOR to COVID	Pivoted **7 virtual events** + 1 in person event

Webinars/symposiums, ZERO virtual or hybrid experience

Hackensack Meridian
Ocean Medical Center
Foundation

Giving Heals

30TH ANNUAL

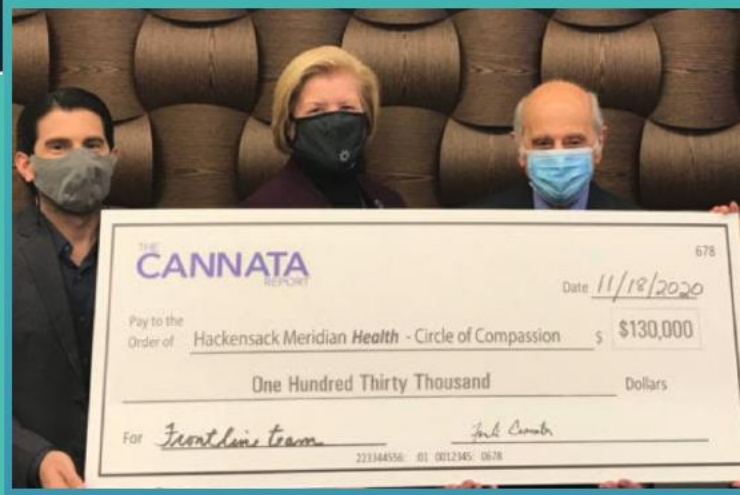
VIRTUAL GOLF CLASSIC

Raritan Bay Medical Center Foundation

Reception

Friday, May 1, 2020

6:30 p.m. — 10:30 p.m.



Hackensack Meridian
Bayshore Medical Center
Foundation

Giving Heals

OKTOBEREEST

COMMUNITY CELEBRATION

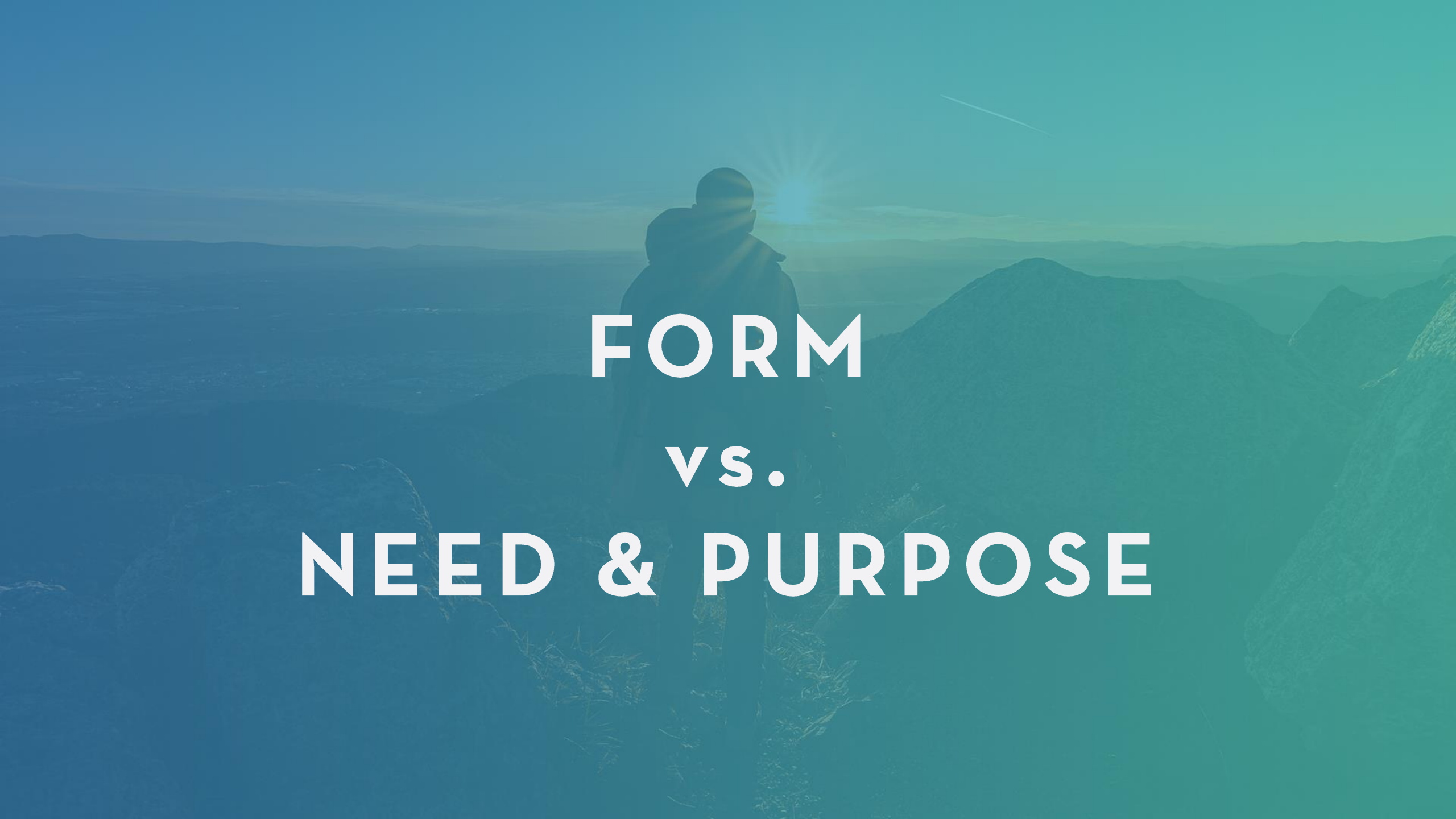
THURSDAY, OCTOBER 29

VIRTUAL EVENT WILL AIR AT 7P.M.
AT
HACKENSACKMERIDIANHEALTH.ORG/BMCVIRTUALEVENT

VIRTUAL IN ACTION

CIRCLE OF COMPASSION

VIRTUAL CELEBRATION


FORM
vs.
NEED & PURPOSE

2020 ROI

Using a New Lens

GROSS

Gross fundraising goal was

$2,904,750

Gross to date is

$1,455,154

NET

Net fundraising goal was

$1,527,750

Net to date is

$1,239,386

2020 ROI averages $11.14 *vs* **2019 ROI of $2.50.**

What’s your 2021 approach?

Virtual, Hybrid, In-Person

DO SOMETHING

PRACTICAL FRAMEWORK

What's your plan?

What's your framework?

What's your back-up?

How are you increasing engagement?

Show, Story, Connection

Storytelling vs Event Design

Viewer Mindset
"Experience"

New Ways to
Reach & Communicate

Tell Your
Story in Event

MORE IS MORE

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