



Hybrid vs Virtual FUNDRAISING

Session Hosts



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VP Marketing
OneCause



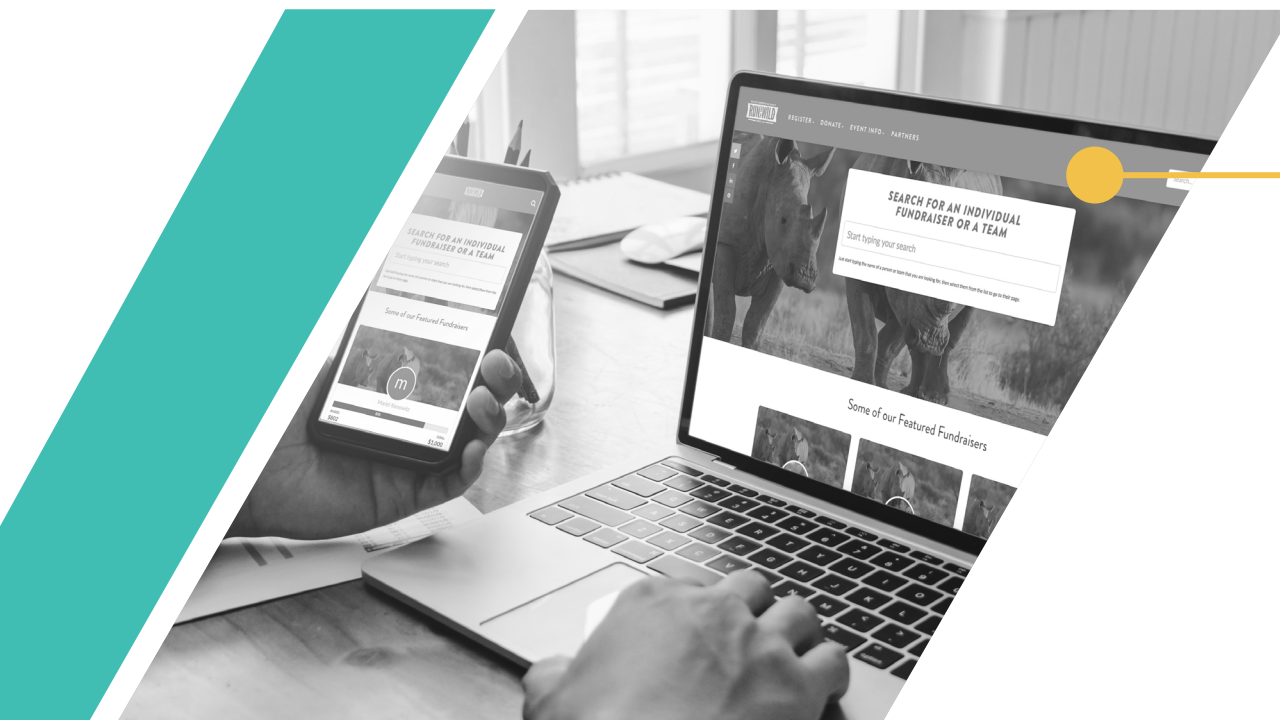
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From nearly
100% in-person



To 100% virtual
and online



2020



2021



NEW NORMAL

- Rethinking post-pandemic
- Online & In-Person engagement
- Reaching donors where they are

TELL US YOUR THOUGHTS

What are your fundraising plans for 2021?

- a. Going virtual with > 1 event
- b. Testing a hybrid event
- c. Fingers crossed for an in-person event
- d. Doing online only campaigns
- e. Still unsure



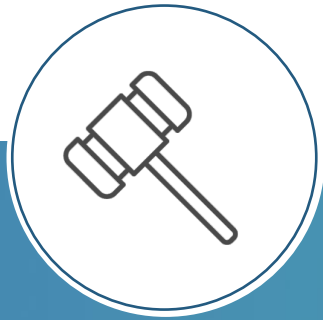
VIRTUAL
vs HYBRID

DETERMINE PRIMARY AUDIENCE

- Primary: In-person or Virtual
- Where will the majority of your supporters be?
- Where will your VIPs/Major Donors be?
- Impacts to Program & Ticket Packages



TYPES OF VIRTUAL FUNDRAISING



Online Auctions



Online Campaigns
& Competitions



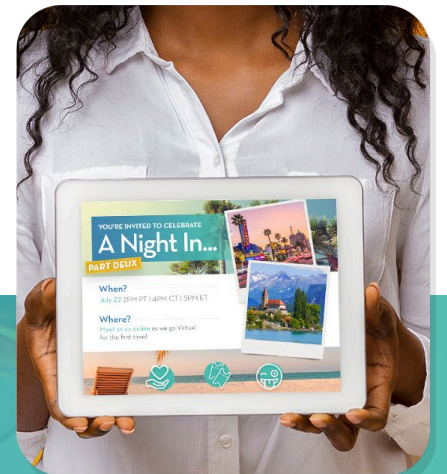
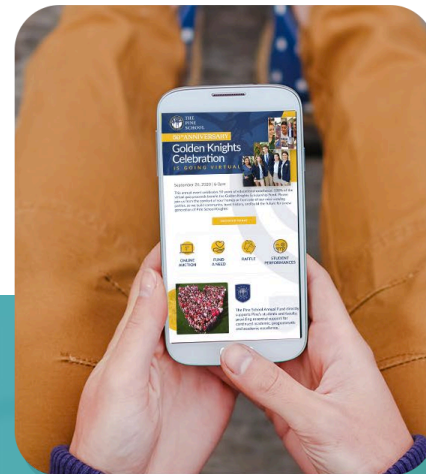
Virtual Runs, Walks
& Rides



Virtual Events

SOLVING FOR VIRTUAL EVENTS

1. Human Connecting
2. Ticketing vs Free Broadcast
3. Engaging Program
4. Technology
5. Virtual Engagement



Virtual Pros

Quick to plan and setup

Low overhead costs

Easy to attend

Expanded audience over in-person

Long-term value of recorded content
you can repurpose

Virtual Cons

Not ideal for long events

Audience distraction

Learning livestream technology /
production company costs

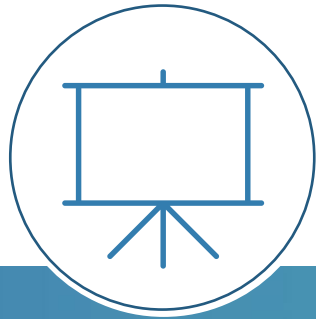
Less personal connection than
in-person

hybrid fundraiser

noun

1. an event that takes place online and in-person. Two audiences engage in your fundraising, at the same time, just from different locations.

TYPES OF HYBRID FUNDRAISERS



Watch Parties



Broadcast
Headquarters



Small VIP Events

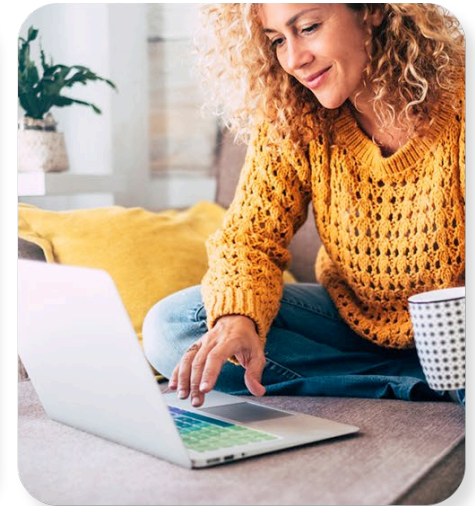
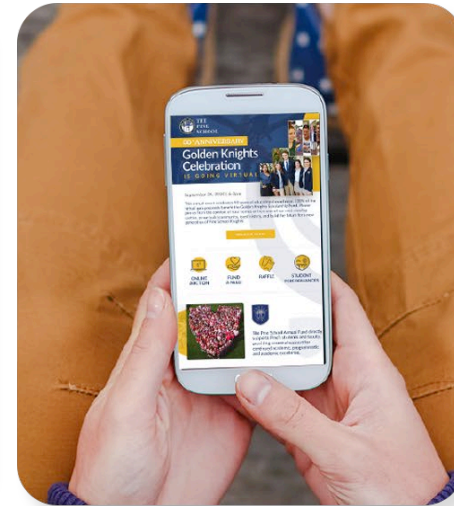


Livestreamed
Outdoor Events

S O L V I N G F O R

HYBRID EVENTS

1. 2 Registrations
2. Dual Engagement
3. Event Production
4. Live Fundraising
5. Post-Event



Hybrid Pros

Flexibility for audience

Safety and convenience for virtual guests

Expanded audience over in-person-only events

Personal connection with those who attend

Hybrid Cons

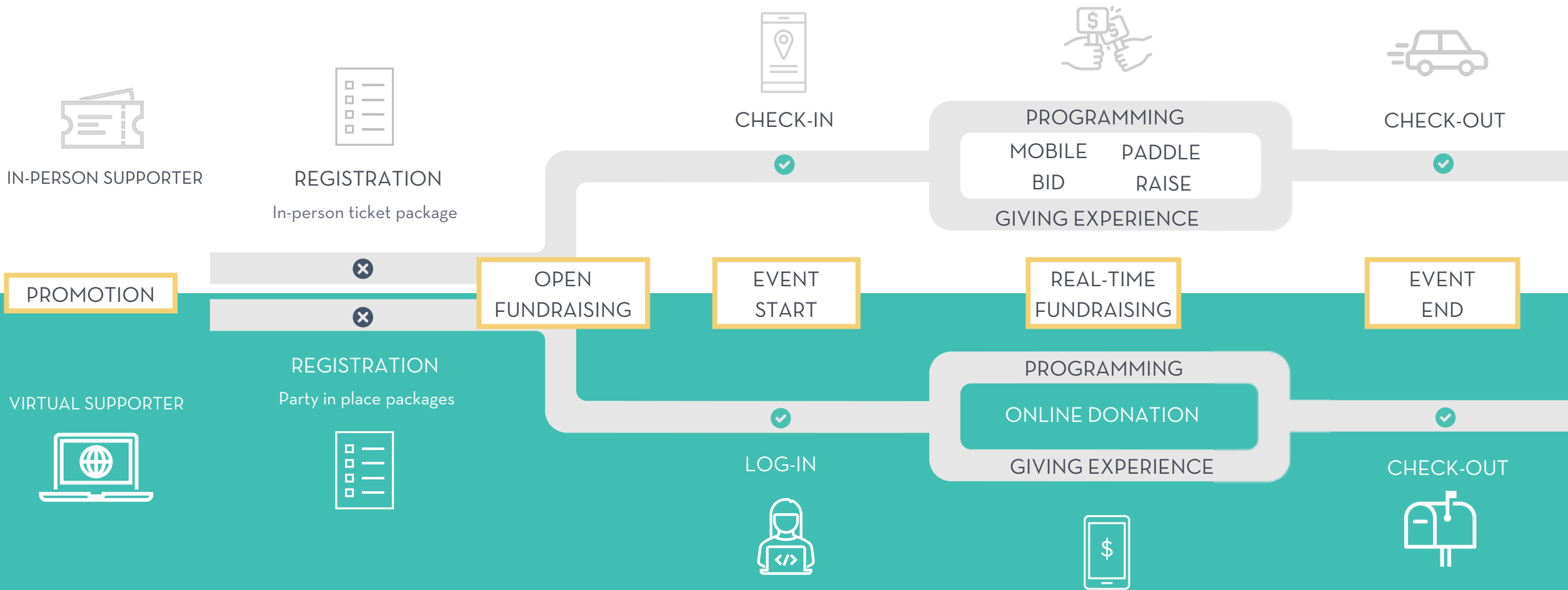
Need to plan comparable experiences for two audiences

Making ballroom experience engaging at-home

Increased expense (venue + production company)

Complexity of live auction & appeal

MAPPING THE DUAL EXPERIENCE



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A person is seen from behind, standing on a rocky mountain peak. The sun is rising in the distance, creating a bright glow and casting long shadows. The entire scene is overlaid with a teal-to-blue gradient. The text 'Q & A' is centered in the foreground.

Q & A



VISIT US ON THE

OneCause YouTube Channel

1:41 / 2:00



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