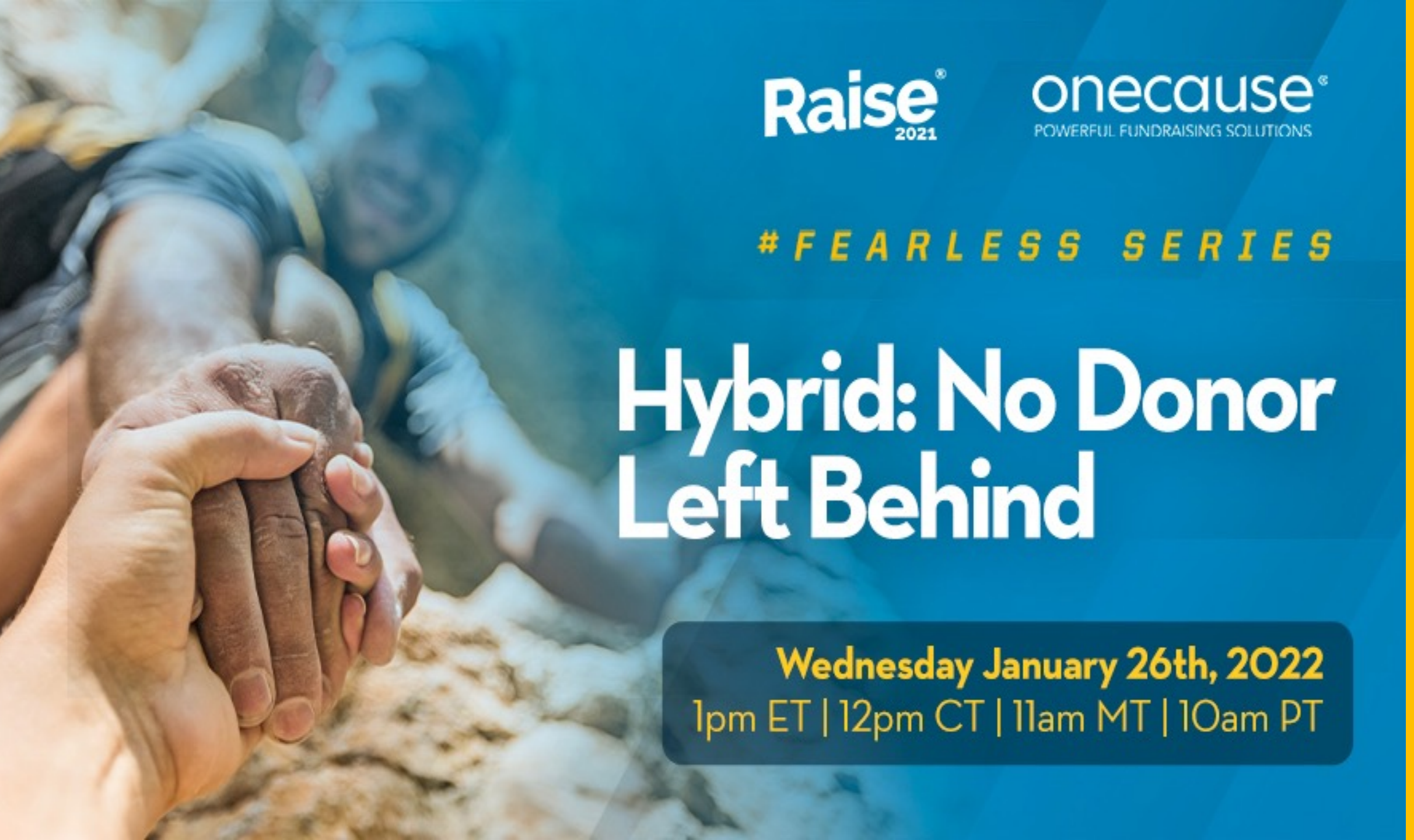

Raise 2021

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POWERFUL FUNDRAISING SOLUTIONS

#FEARLESS SERIES

Hybrid: No Donor Left Behind

Wednesday January 26th, 2022
1pm ET | 12pm CT | 11am MT | 10am PT

HOSTS

Kristi Howard-Shultz
Founder, Kristi Howard-Shultz Consulting

Ben Farrell
Founder, Custom Benefit Auctions

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AGENDA

- ✓ Hybrid Defined
- ✓ Hybrid Ideas
- ✓ Dealing with the Negative
- ✓ Forging Ahead

POLL

What types of events do you plan on hosting this year?

A. In-person event

B. Online virtual event

C. Postpone/Cancel event

D. Don't know

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POLL

What does 'hybrid' mean to you?

A. Mostly in-person event with virtual elements.

B. Livestreaming your event.

C. Equal audiences at home and in-person.

D. Only allowing remote donations.

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WHAT IS

HYBRID?

HYBRID DEFINED

WHAT IS HYBRID?

- A combination of a live in-person fundraising event, with an opportunity to participate online.
- Not a simultaneous full virtual event and live event.
- Remember your mission, you're a Fearless Fundraiser.

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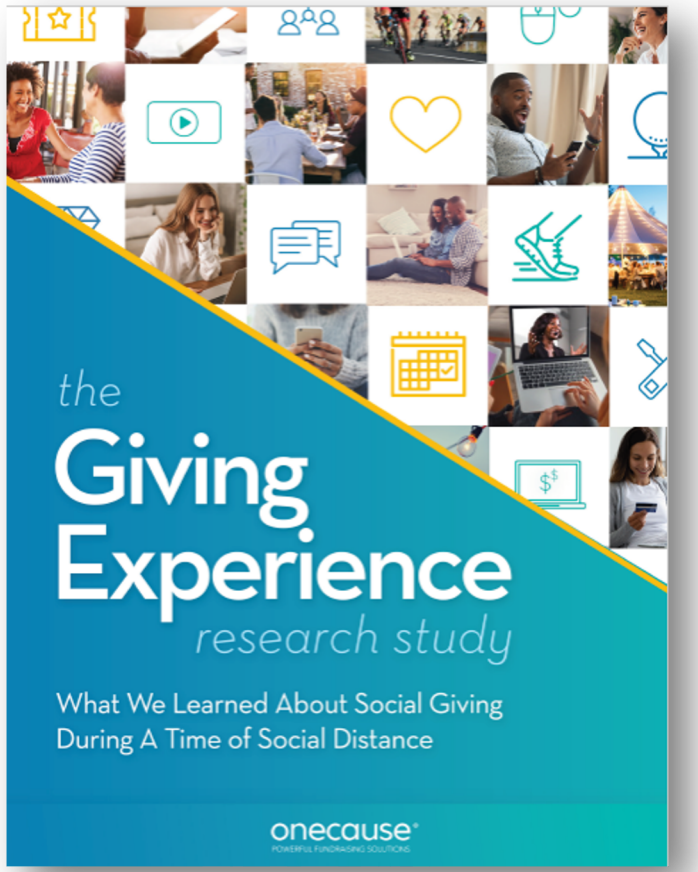
Top Motivators Remain Constant



EASE
"It was easy to do."

MISSION
"I care about the mission of the organization."

IMPACT
"The money raised would make a difference."

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The Hybrid Challenge

ENGAGEMENT NO MATTER WHERE THE DONOR IS

Divided Attention

- Two audiences
- Cost/Benefit equation

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MAPPING THE

DUAL EXPERIENCE

IN-PERSON SUPPORTER

REGISTRATION

In-person ticket package

PROMOTION

VIRTUAL SUPPORTER

REGISTRATION

Party in place packages

OPEN FUNDRAISING

CHECK-IN

LOG-IN

EVENT START

PROGRAMMING

MOBILE BID PADDLE RAISE

GIVING EXPERIENCE

REAL-TIME FUNDRAISING

PROGRAMMING

ONLINE DONATION

GIVING EXPERIENCE

CHECK-OUT

EVENT END

CHECK-OUT

HYBRID IDEAS

Hybrid Idea #1

Online Ambassadors;
Pre/Post Event Roles

- Kick-Off Challenge
- Complete the Mission

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Hybrid Idea #2

Easy Hybrid for Live Event

- Social Media Challenge
- Mobile Bidding to Give

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Hybrid Idea #3

Live In-Person with Digital FAN

- Online Pre-Show + Mission Video
- Both Audiences Give Together

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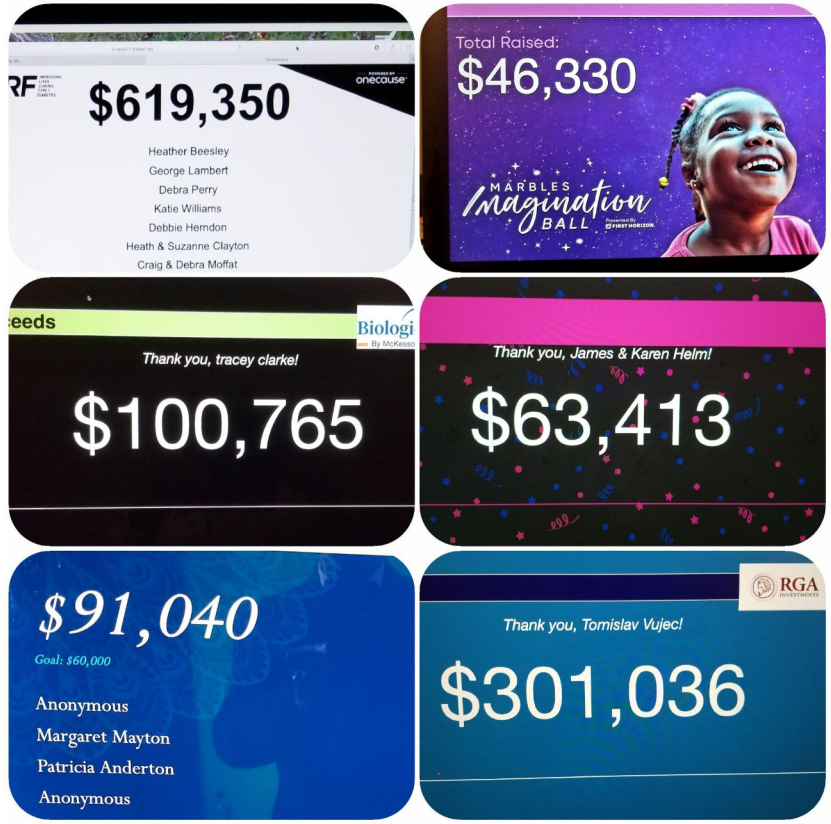
Hybrid Idea #4

Fully Produced Online Event

- Live Watch Parties
- Party Hosts/Table Captains



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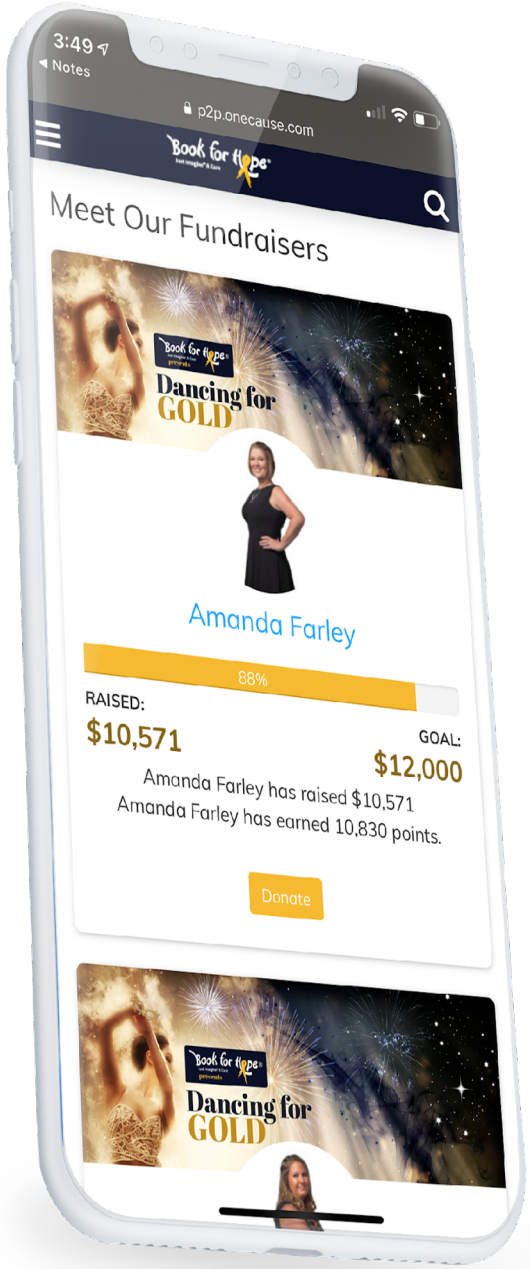
Hybrid Idea #5

Online Fundraiser

- Celebration Reception
- Item Pick-Up Party



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Hybrid Idea #6

Live Look In

- Podium Camera Serves as Webcam
- Start Broadcast with Program

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Facing the Negative

EMBRACE INNOVATION

The Q Tip – Dr. Nido Qubin

- Only share solution-based comments
- What will work and why
- Remember the RAS
- Beam signs / topping off ceremonies

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Forging Ahead

DURING TYPICAL EVENT TIMES

Make it a date!

- Sponsorships
- Procurement
- Donations

Hybrid, live, and online are all better than no event at all.

Q & A

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