

Tennessee Kidney Foundation

Tennessee Kidney Foundation provides life-saving services and assistance to those living with kidney disease. Their annual black-tie gala attracts of 500-600 attendees and is a vital funding source for their mission. Due to COVID-19, the team decided to keep fundraising and turned their gala into a One Virtual Night Only fundraiser.

ONLINE FUNDRAISING ACTIVITIES

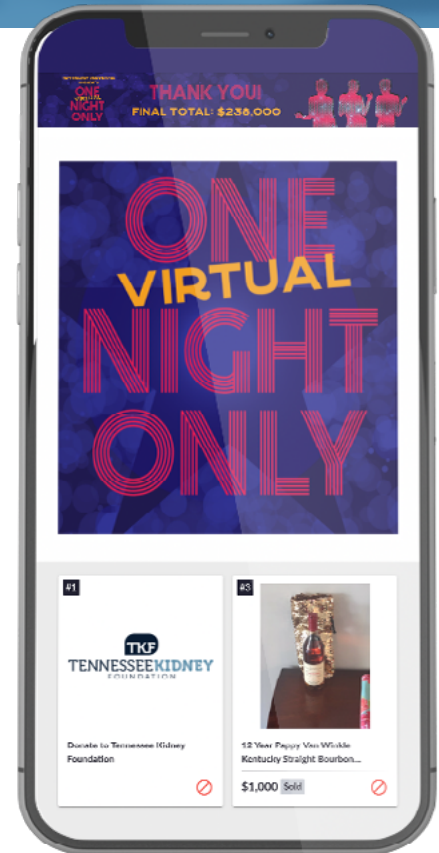
SILENT AUCTION | LIVE DONATION APPEAL | LIVESTREAM PROGRAM

WHAT MADE THIS EVENT UNIQUE?

They combined Facebook Live with a virtual event program to create a “one night only” virtual fundraising experience.

They worked with their gala committee, the board, a local event production company, auctioneer and emcee to execute an event that was part pre-recorded videos and part real-time fundraising.

By going virtual, this nonprofit was not only able to keep fundraising, but open up their mission to a wider audience via social media reach.



BEST PRACTICES/LESSONS LEARNED



- ✓ Be honest & transparent about possible tech issues
- ✓ Prepare for the livestream lag time
- ✓ Go slower on live auction; let people and bids come in
- ✓ Trim Live Auction to 4-5 items
- ✓ Read the names of donors in real-time using bid history reports
- ✓ Find ways to showcase sponsors
- ✓ Use hashtags (#tkfmetown | #onenightonly)
- ✓ Create volunteer roles around your virtual event (hosts, social chat)
- ✓ Feature CEO, Local Impact, & Why Sponsors Want to Help videos

RESULTS

570 online attendees
424 bids

\$238,000 total raised

VIRTUAL FUNDRAISING STRATEGIES

- | | |
|--|---|
|  Worked with Event Production company to design virtual program |  Facebook & Social media chats real-time |
|  Personal outreach to sponsors to continue support |  Pre-event promotion on all social channels |
|  Featured pre-recorded sponsor & supporter testimonials |  Ambassadors, Board & Committees blast their networks |
|  Partnered with Auctioneer & Emcee |  Facebook ADs to tag sponsors |
|  Started online auction 4 weeks before event |  More smaller silent auction packages |
| |  1 hr 15 min program Structured timeframes |

IN THEIR WORDS

“We had to take our event virtual. We knew we had no choice. We had donors say they felt this event was more impactful and personal, because we were able to call out names of real time donations coming in. It gave people extra fulfillment and we think helped bring in more donations.”

Michael Draper, Director of Development