



# Playing in a New Arena: Scoring with a Successful Virtual (Now Hybrid!?) Fundraiser

Shelby Davies-Sekle, CMP, DES

Nicole Kinard

Inova Health Foundation

# Team Roster



## Nicole Kinard

Senior Director, Donor Relations

Inova Health Foundation, Falls Church, VA

# Team Roster




## Shelby Davies-Sekle

Associate Director, Foundation Events

Inova Health Foundation, Falls Church, VA

# Game Plan

- 
- A photograph of a green football field with white yard lines. A brown football is on the grass in the lower-left foreground. In the background, there are orange cones and a goalpost. A semi-transparent white box with rounded corners is overlaid on the field, containing a numbered list.
1. **In the Locker Room:** Fundraising and Strategy
  2. **Reviewing the Playbook:** Marketing and Communications
  3. **On the Field:** Programming and Production
  4. **Getting Ready for the Next Game:** Applying the Tactics
  5. **Q&A**

C A T C H T H E B A L L !

First word that comes to  
mind when you hear  
“fundraising gala”

**Raise**<sup>®</sup>  
2022

# 2013-2019

- Signature Annual Event
- The Ritz-Carlton, Tysons Corner
- 500+ Attendees
- Gala Dinner, Awards, Entertainment
- Goal = Bring Back to a “Must Attend Event”





# 2020

- 🚫 January through July - Event ON HOLD
- 🚫 Late July - Approved
- 🚫 Early November - All Virtual Event



# 2021

🏈 Hybrid

🏈 Or All Virtual

⚾ Small Intimate In-Person Audience

🏈 “Behind the Scenes” Production Studio

⚾ Large Virtual Audience





**Raise**<sup>®</sup>  
2022

# In the Locker Room

Fundraising & Strategy



## Fundraising & Strategy

# In the Locker Room

- 🏈 Select a Relatable Fundraising-Worthy Beneficiary
- ⚾ Elevate Event and Make It Stand Out from Other Virtual Events
- 🏈 Provide an Engaging Program for a Virtual and In-Person Audience
- ⚾ Examine and Evaluate Sponsor Recognition and Benefits



In the Locker Room | Fundraising & Strategy

# Selecting The Right Players

(aka Our Honorees)

2020



2021



**Raise**<sup>®</sup>  
2022

# Selecting The Right Players



2021 INOVA HONOREE

## Patient Financial Assistance

Patient Financial Assistance creates a safety net by covering critical expenses such as medications, rent, utility bills, childcare, groceries and transportation for those who are struggling with health and basic needs.

In 2020, this safety net was stretched to its limits during the COVID-19 pandemic as thousands of patients who were undergoing medical treatments found themselves out of work and unable to cover bills or basic living expenses.

Across departments and disciplines, hundreds of Inova team members galvanized to support patients and their families during this unprecedented time.



**Debra Brooks**, Director of Retail and Specialty Pharmacy, will be accepting this award on behalf of the team critical to the Patient Financial Assistance program. Debra displayed outstanding leadership in expanding awareness of and access to this support across Inova.

Robert G. Hisaoka will be presenting this award.

**"I know that many families facing serious medical crises also face financial worries. No one should have to worry about their essential needs while going through critical cancer treatments — so I am honored to support the patient assistance fund. I see how my giving to Inova has an immediate impact for thousands in our community."**



2021 INOVA HONOREE

## Inova Cares Clinics

When COVID-19 first hit in early 2020, those who were already struggling bore the brunt of the pandemic.

During this time, our Inova Cares Clinics took on even greater importance. This frontline program cared for those who were disproportionately impacted by COVID-19, providing compassionate primary healthcare, education and resources for thousands of women, children and families in uninsured and underserved communities for free or at a reduced cost.

**Karen Berube**, MSW, LCSW, CSAC, Vice President of Community/Population Health, will be accepting this award on behalf of the 117 team members across our network of Inova Cares Clinics for their dedicated care of some of our most vulnerable patients and families during a watershed moment in our history.



Don Irwin will be presenting this award.

**"My wife Angela and I are proud to support vital programs like these that help ensure that every man, woman and child in our community is able to access wellness and medical care they need close to home — regardless of ability to pay."**



# In the Locker Room | Fundraising & Strategy

- Elevate Event
- Provide Engaging Programming



In the Locker Room | Fundraising & Strategy

## Sponsor Recognition & Benefits

- Sponsorship Levels from \$2,500 - \$100,000
- Underwriting Levels from \$7,500 - \$50,000
- Individual Tickets from \$150 - \$1,000
  - Special Inova Team Member Pricing





## Sponsor Recognition & Benefits

- In-Person Opportunities (Exclusive Audience)
- Meal Deliveries (Virtual Attendees)
- Virtual and In-Person Recognition
  - Meal Delivery Bags
  - Reheating Instructions/Sponsor Listing
  - Waiting Room Slides
  - Production Bugs
  - 30 Sec Pre-Recorded Commercial
  - Scrolling Sponsor Listing
  - Décor Elements
  - Table Cards



# Sponsor Recognition & Benefits (cont.)



**THANK YOU TO OUR SPONSORS**

PRESENTED BY  
CLARK CONSTRUCTION GROUP, LLC  
WITH  
PROS FOR HEROES  
**DIAMOND SPONSOR**  
MANTECH

ENTERTAINMENT PROVIDED BY  
DR. GARY & TINA MATHER  
AWARDS PROVIDED BY  
KIND

OFFICIAL HOTEL PARTNER OF CHOICE  
THE RITZ-CARLTON, TYSONS CORNER  
**PLATINUM SPONSORS**  
ANONYMOUS  
STEPHEN M. CUMBIE & DR. DRUSCILLA FRENCH  
INOVA FAIRFAX MEDICAL CAMPUS MEDICAL STAFF

**in this together**

THANK YOU FOR JOINING!  
**SILENT AUCTION**  
CLOSES AT 7:15PM ET

GIFT BACK REMAINS OPEN THROUGH  
11:59PM ET ON NOVEMBER 12<sup>TH</sup>, 2020

INOVA.EVENTS/HONORSAUCTION



C A T C H T H E B A L L !

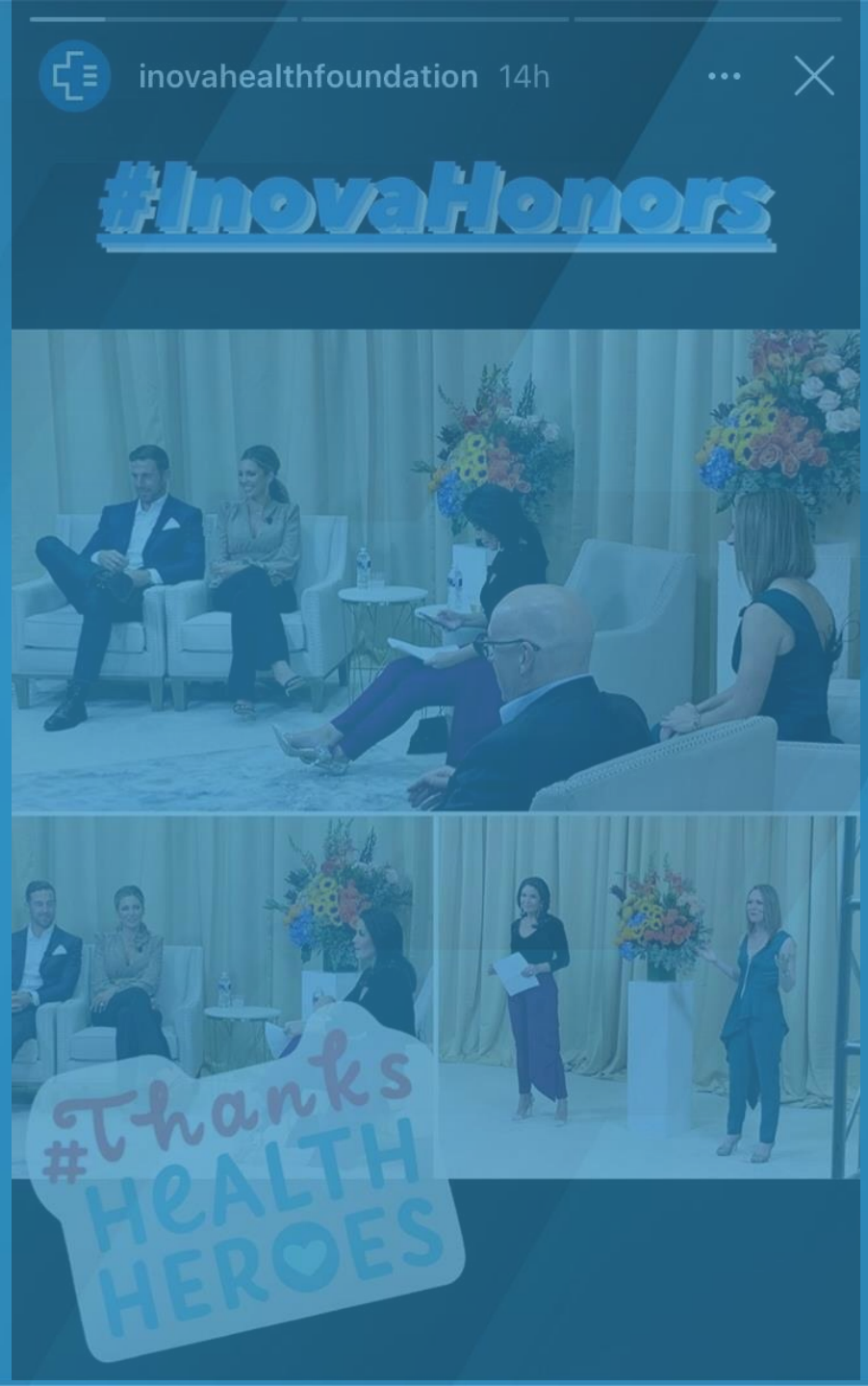
Anyone else have creative  
sponsorship benefits or  
recognition opportunities?

**Raise**<sup>®</sup>  
2022



# Reviewing the Playbook

Marketing and Communications





## Marketing & Communications

# Reviewing the Playbook

### Target Audience

- 🏀 Sponsorships: Past Supporters, Board Members, Vendors and Major Donors
- 🏀 Underwriting: Corporate Donors and Vendors
- 🏀 Individual Tickets/Contributions: Annual Fund Donors, Visionaries Society and New Community Members

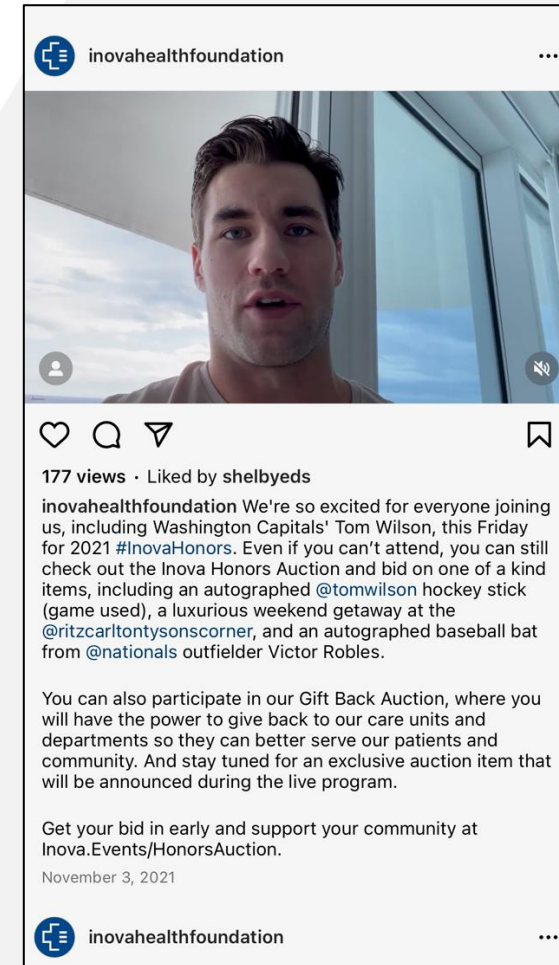
## Reviewing the Playbook | Marketing & Communications

- 🏈 Save the Date
- 🏈 Invitation
- 🏈 Direct Mail Appeal
- 🏈 Coordinating Email Appeals/Solicitations
- 🏈 Website
- 🏈 Social Media



## Reviewing the Playbook | Marketing & Communications

- 🏈 Website - Sponsor Reservations
- 🏈 Enhanced Social Media
- 🏈 Oh My Goff
- 🏈 Board Communications
- 🏈 Team Member/Leader Communications
- 🏈 Major Gift/VIP Donors and Prospects



**Raise**<sup>®</sup>  
2022

RURAL NET

>>ANGIE:

> Good evening and welcome to  
Inova Honors!

Each year,

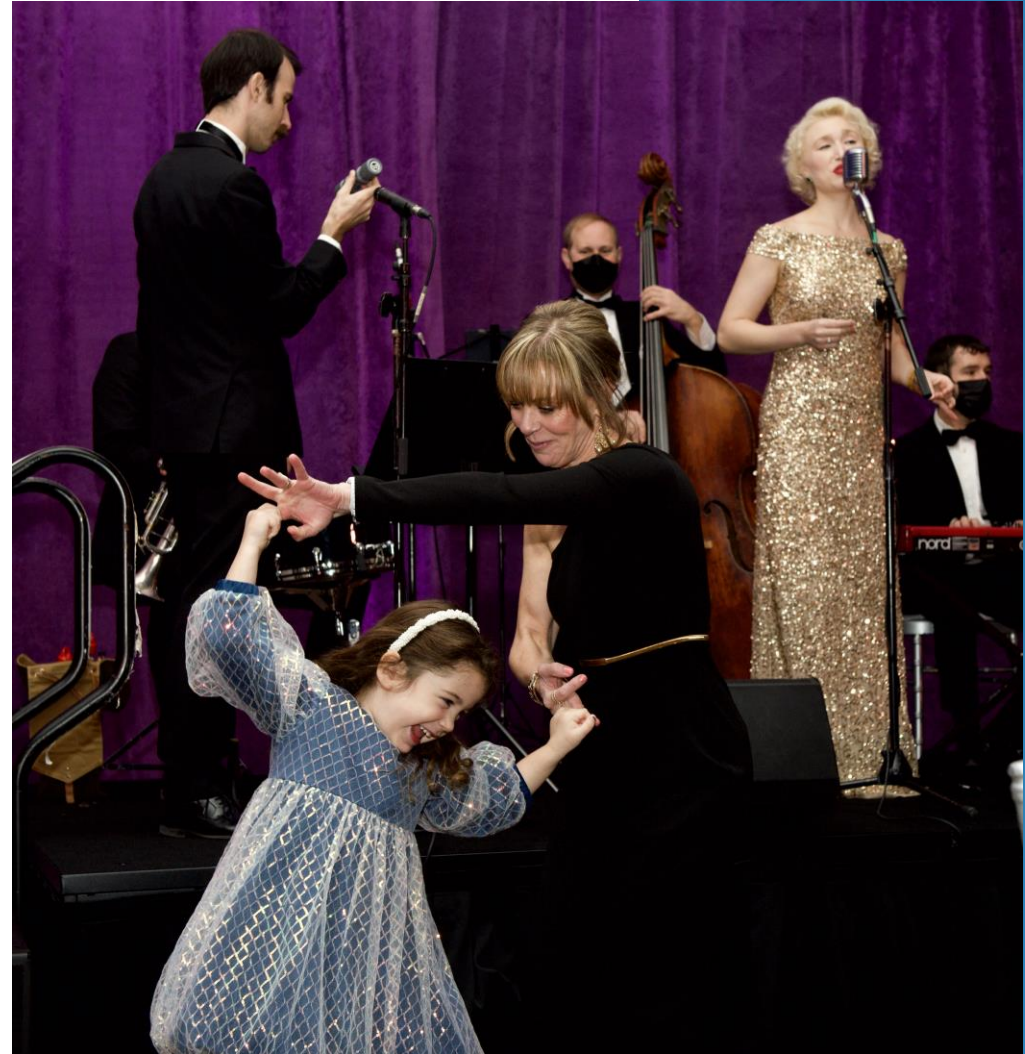
45:00

# On the Field

Programming and Production

# Program First

- Similar Experience for Both Virtual and In-Person Audience
- Videos, Live Auction, Live Appeal are Uninterrupted
  - Emotion is High and No Momentum is Lost
- Relaxation, Reflection and Networking



# On the Field | Programming and Production

## Mix up the Content Delivery Styles



- 🏈 3 – 5-minute segments
- 🏈 Program Variation:
  - 🏈 Videos
  - 🏈 Live Interviews
  - 🏈 Watch Parties
  - 🏈 Sponsor Recognition
  - 🏈 Entertainment
- 🏈 Script Heavily and Use Teleprompter



On the Field | Programming and Production

# Relatable Atmosphere On Set

- Mimic an At-Home Gathering
- Conversational vs Being Talked At
- Celebrities and Messages More Attainable



On the Field| Programming and Production

# Use Your Auction Software to Your Advantage

**BID AT** [INOVA.EVENTS/HONORSAUCTION](https://www.inova.events/honorsauction)



**ITEM #701**

**1-HOUR FOOTBALL  
THROWING CLINIC**

FOR UP TO FOUR YOUTH & TWO  
ADULTS. HOSTED BY WASHINGTON  
FOOTBALL TEAM QUARTERBACK,  
ALEX SMITH

- 🏈 Virtual Engagement that Live Audience Can Use Too
- 🏈 Three Ways to Thank
  - 🏈 On Screen
  - 🏈 Verbally
  - 🏈 In Chat
- 🏈 Custom Thermometer = Game Changer!



Steven Norris

**\$48,200**

**Raise**<sup>®</sup>  
2022

**Raise**<sup>®</sup>  
2022

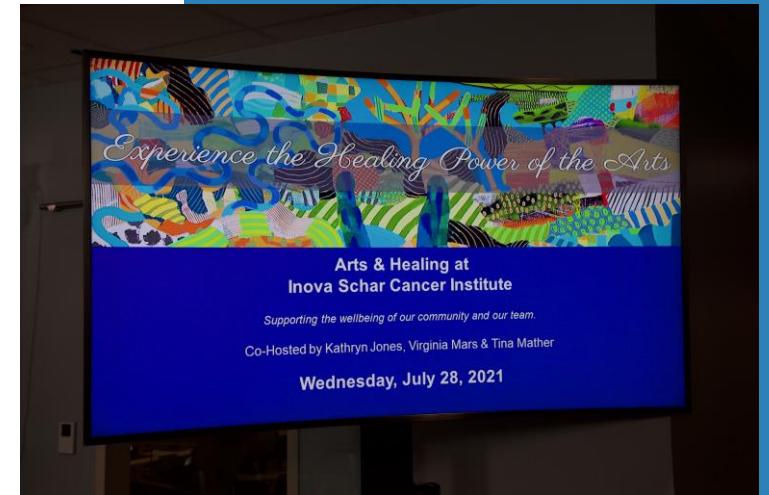
# Getting Ready for the Next Game

Applying the Strategy

## Getting Ready for the Next Game | Applying the Strategy

# Tailor the Virtual to In-Person (or Vice Versa)

- Determine Primary Objective
- Back Up Plan
  - Identify Affected Elements
- Program in One Continuous Block



Getting Ready for the Next Game |  
Applying the Strategy

## When to Splurge: Smaller vs Larger Scale Production

- 🏈 Webinar or Meeting Format
  - 🏈 Meeting? Save the \$\$
- 🏈 Interactive Activities Compensate for Webcam Quality
- 🏈 Broadcast-Level Cameras:
  - 🏈 High-End Event
  - 🏈 Multiple Panelists
  - 🏈 Repurposing Footage



Chef Penny Davidi



Chef Penny Davidi

## Getting Ready for the Next Game | Applying the Strategy

# Use Virtual Platforms in New Ways

- Breakout Rooms Facilitate
  - Change of Pace
  - Personal Interaction
- Gamification Still Works!
- Break Out of the Webinar Norm



# Getting Ready for the Next Game | Applying the Strategy

## Trial and Feedback



- 🏈 Try, then Tweak
  - 🏈 Okay to Abandon
- 🏈 Feedback is Key
  - 🏈 Surveys
  - 🏈 Personal Outreach
- 🏈 Increase Join Rate by Sending a Registration Gift

We hope you join us for this year's Inova Honors on **Friday, November 4** to see how we implement the things we've shared!

[www.inovahonors.org](http://www.inovahonors.org)

2022

# INOVA HONORS

*Presented by*



AN EVENING *with* OUR

*Inova Stars*



FOLLOW US ON SOCIAL

# #INOVAHONORS



[fb.com/inovahealthsystem](https://fb.com/inovahealthsystem)



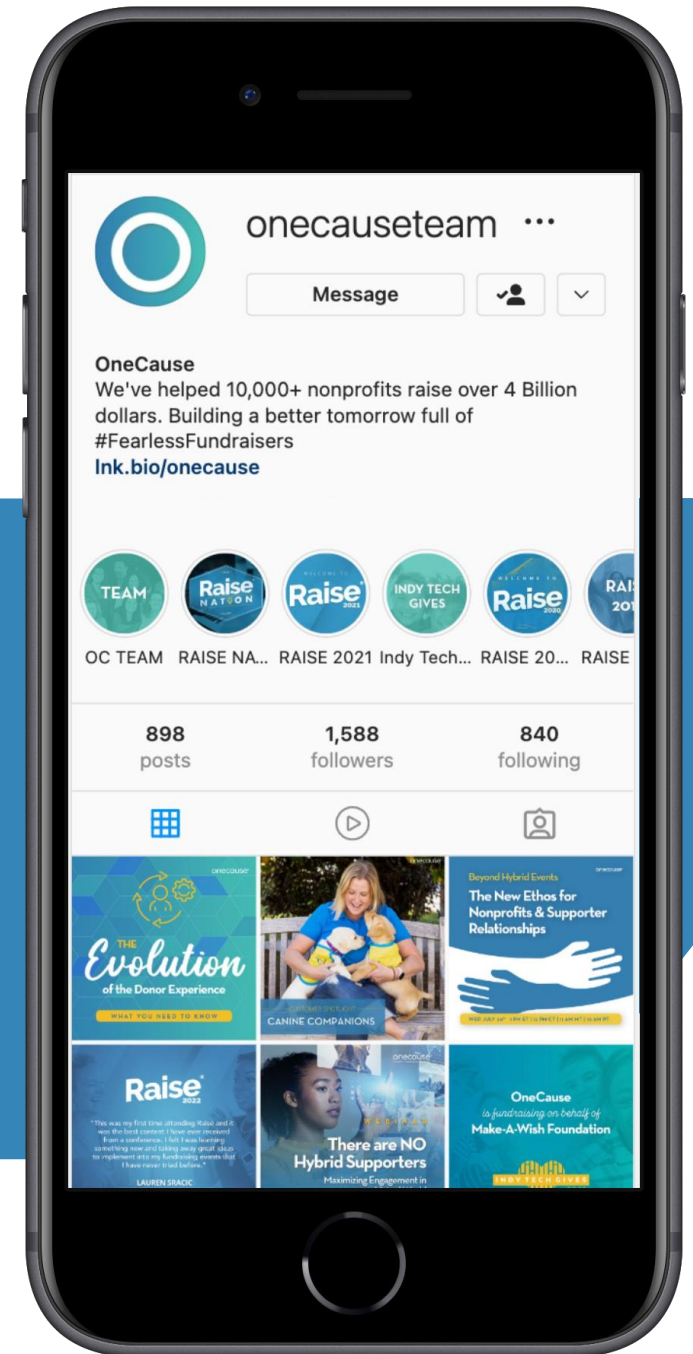
[@inovahealth](https://twitter.com/inovahealth)



[@inovahealthfoundation](https://instagram.com/inovahealthfoundation)



[linkedin.com/company/inovahealthsystem](https://linkedin.com/company/inovahealthsystem)



A blue-tinted photograph of three women smiling and laughing together. A thin orange horizontal line is positioned above the text.

Q U E S T I O N S ?

Now's our time to  
hear from you!

**Raise**<sup>®</sup>  
2022

FOLLOW US ON SOCIAL

# #2022RAISE



[fb.com/onecause](https://fb.com/onecause)



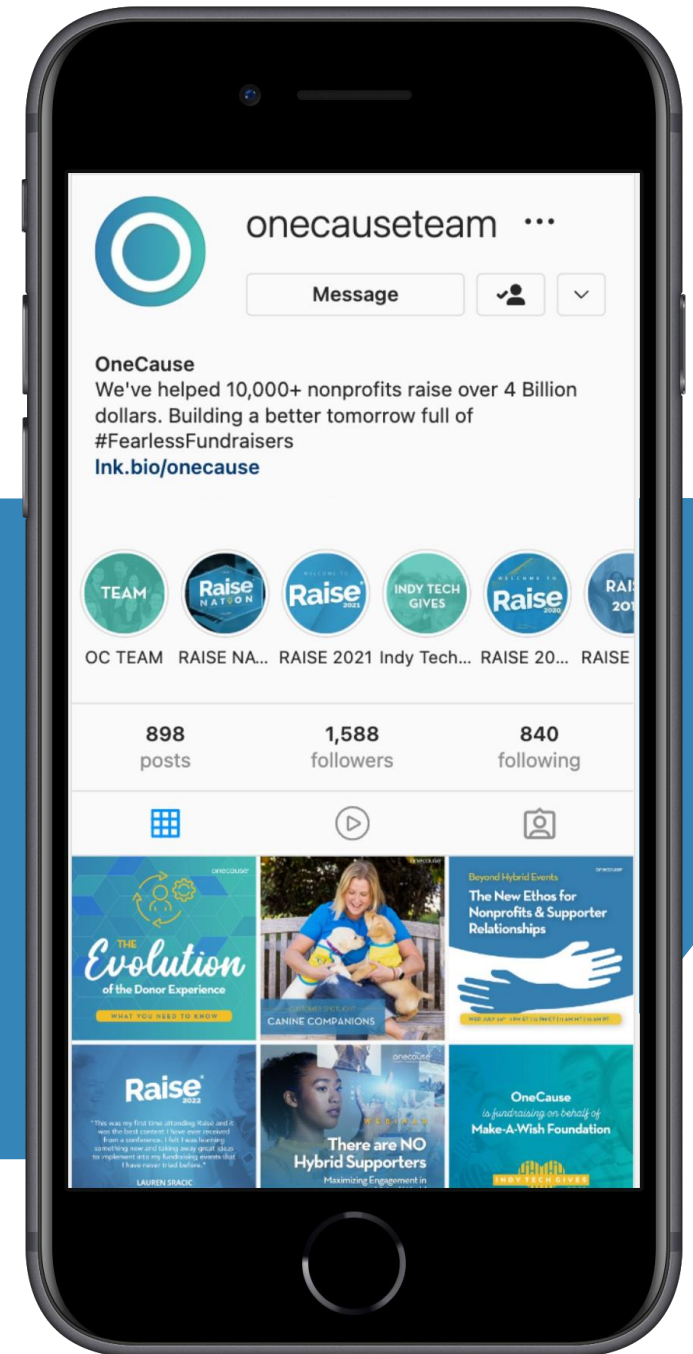
[@onecauseteam](https://twitter.com/onecauseteam)



[@onecauseteam](https://instagram.com/onecauseteam)



[linkedin.com/company/onecause](https://linkedin.com/company/onecause)





# Raise<sup>®</sup> 2022