

Raise[®]
2021

Hybrid Events

No Donor Left Behind

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2021

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Welcome



Benjamin Farrell

- Custom Benefit Auctions
- Speaker, Fundraiser, Auctioneer
- Over 2,000 fundraising events
- CustomBenefitAuctions.com

Agenda

1. What's possible
2. Hybrid Defined
3. Hybrid Ideas
4. Dealing with the negative
5. Forging ahead



A person wearing a black cap, a light-colored denim jacket, and dark pants is walking away from the camera on a city street. Their arms are raised in a celebratory gesture. The street is paved with cobblestones and has a yellow double line. Buildings and trees are visible in the background.

“Do not go where the path may lead, go where there is no path and leave a trail!”

Ralph Waldo Emerson

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What are you planning for your next event?

In-person, online,
or hybrid?



What's possible

Starting with online events.

125 Online Events

75% set new fundraising record

29 technology combinations.





Use what worked

Date and Time to Gather

Everyone has a Voice

Connection

Visible giving

Video attention

TOGETHER

Positive Planning

Plan don't *pivot*

Online not *virtual*

What do your donors want and why?

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
- Costs?
 - Staff?
 - Production?

The Hybrid Challenge



Divided Attention

Two audiences

Cost/Benefit equation

Hybrid Idea #1



Online ambassadors;
Pre/Post Event Roles

Kick-Off Challenge

Complete the Mission

Hybrid Idea #2



Easy Hybrid for Live Event

Social Media Live

Mobile Bidding to Give

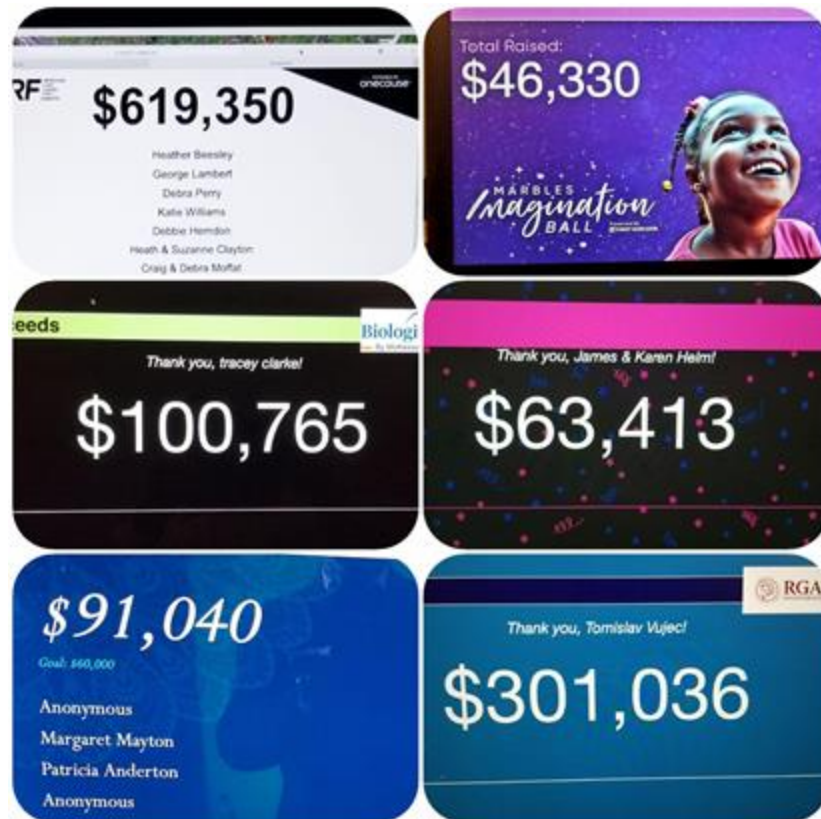
Hybrid Idea #3

Live in-person with digital FAN

Online Pre-show + Mission Video

Both Audiences give together

Hybrid idea #4



Fully Produced Online Event

Live Watch Parties

Party Hosts/Table Captains

Hybrid Idea #5



Online Fundraiser

Celebration Reception

Item Pick-up Party

Hybrid Idea #6



Live Look In

Podium Camera serves as webcam

Start Broadcast with Program



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“Start by doing what’s necessary, then do what’s possible, and suddenly you’re doing the impossible !”

Francis of Assisi

Facing the Negative

The Q Tip - Dr. Nido Qubein

Only share solution-based comments

What will work and why

Remember the RAS





Forging Ahead

Make it a date!

Sponsorships

Procurement

Donations

Hybrid, Live, and Online
are all better than no event
at all.

Let's Discuss

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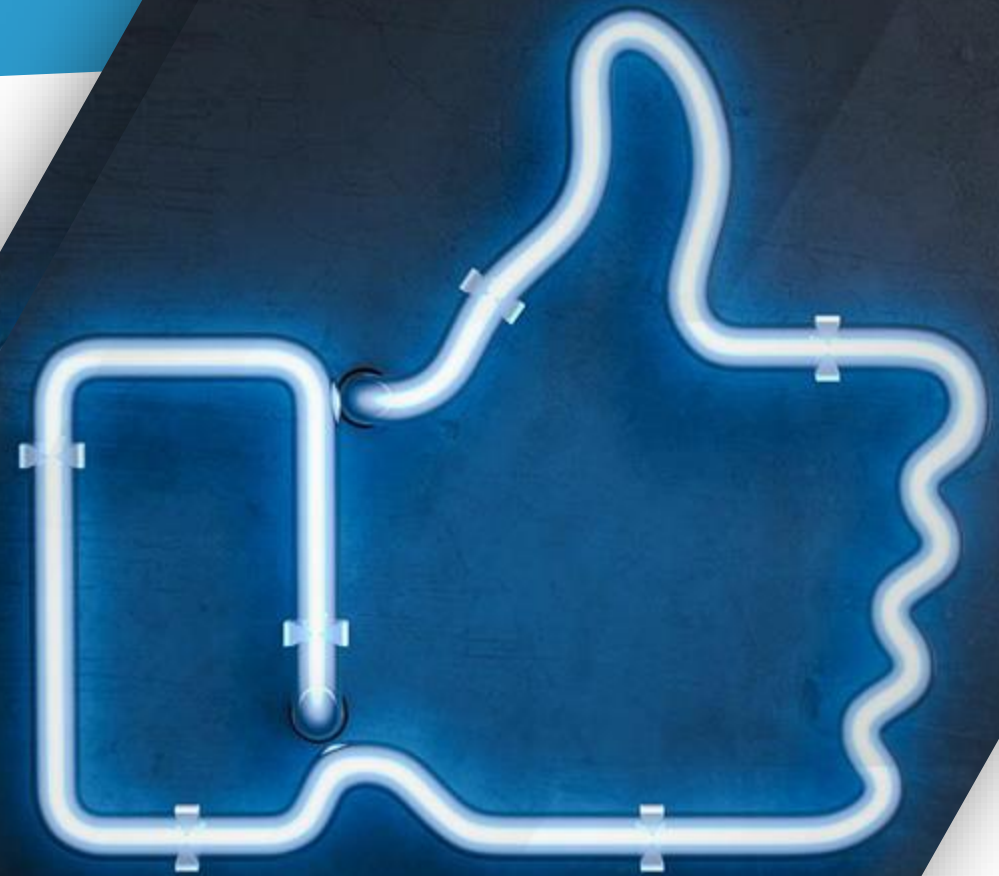
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