



Going Live:

Using a Livestream to Drive Engagement for Your Next Fundraising Event

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Westminster College | Salt Lake City, Utah

Agenda

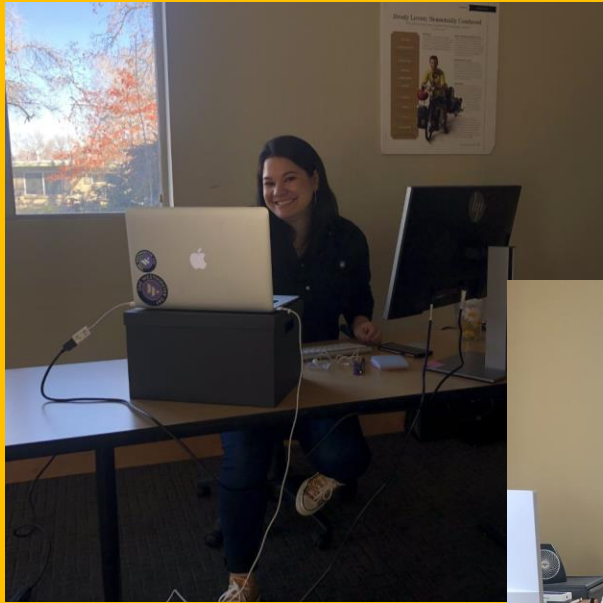
1. What's a livestream?
2. Our goals
3. Who was involved
4. Our outcomes
- 5. Brainstorm your stream**
6. How to plan your livestream



What's a livestream?

...and why should you implement one?





Our goals

- Create a sense of community
- Highlight the leaders of our fundraising initiatives
- Showcase what is unique and fun about Westminster
- Reach a larger audience

Who was involved?

Our live stream incorporated faculty, staff, students, and volunteers from all over campus...



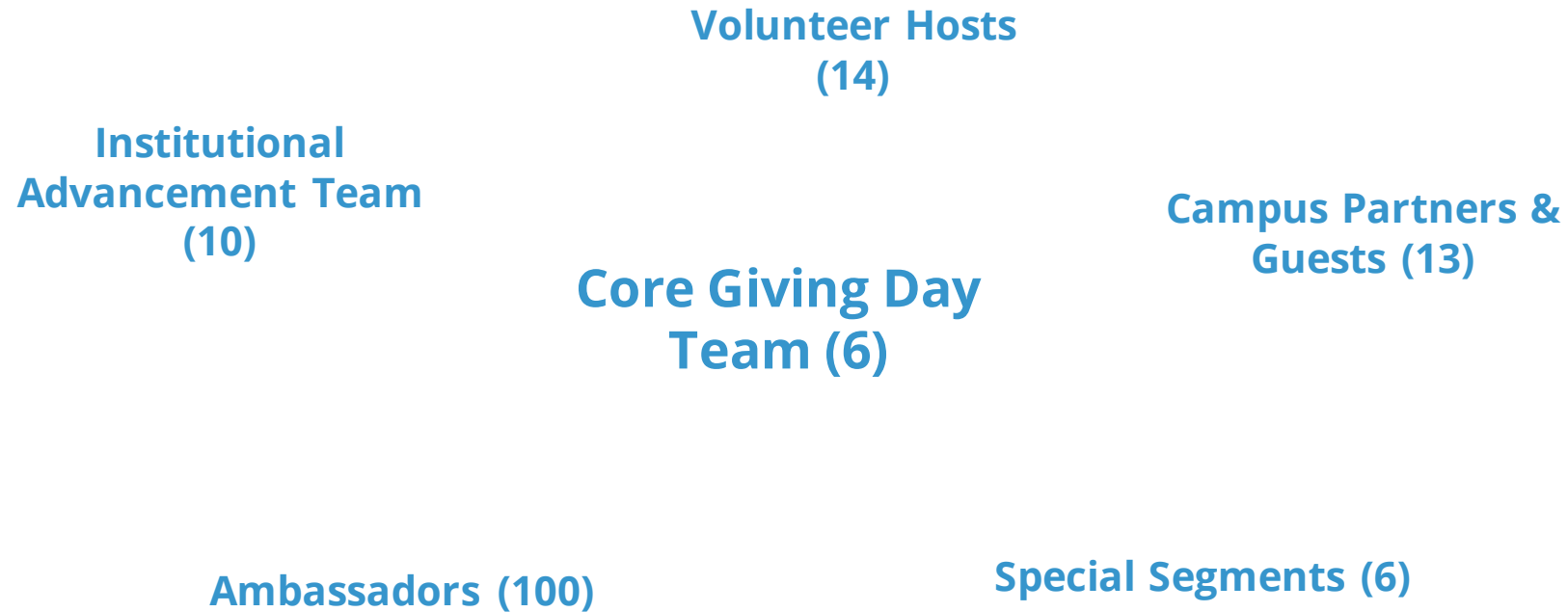
Director of Student Involvement & Orientation

Student Body VP

President

VP of Advancement

Who was involved?



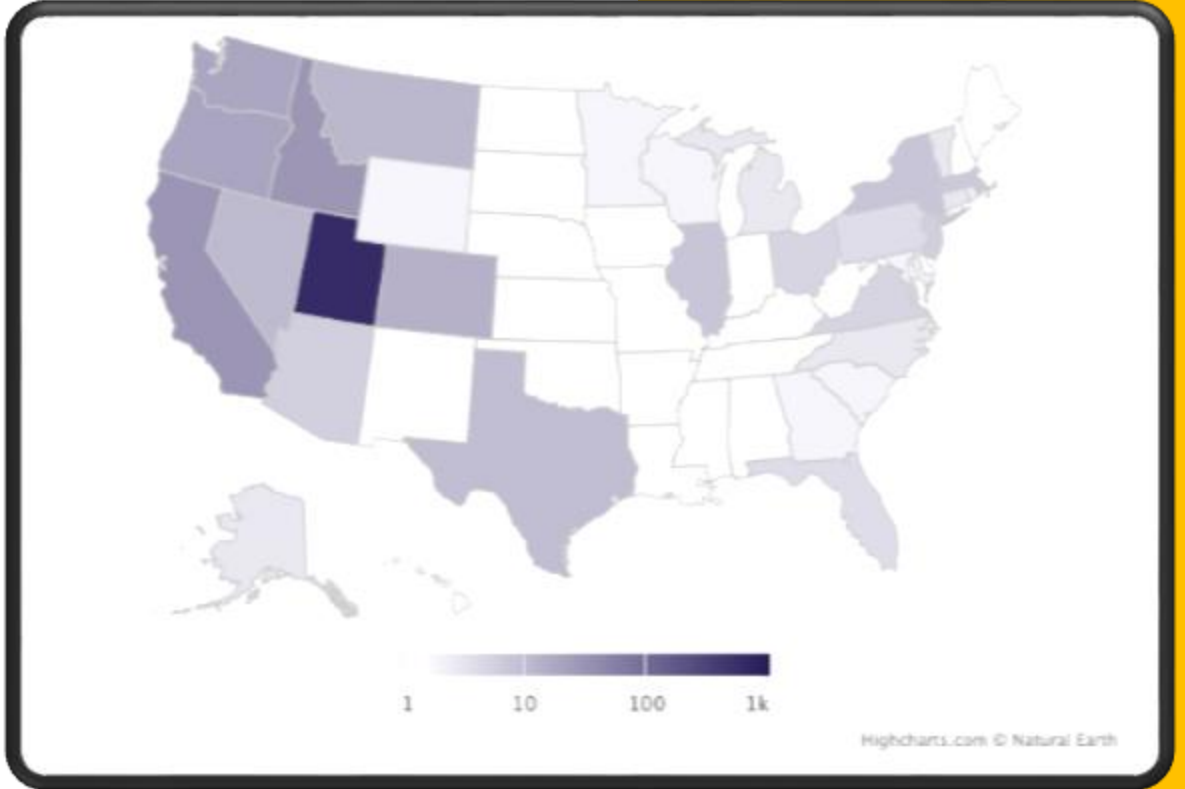
The format

Here's how we structured our livestream in 15-minute increments

Time	Programming	Hosts	
		Main Host	Co-Host
9:00 AM	9:00 Guest	Host	Co-host
9:15 AM			
9:30 AM	Goal update or Activity		
9:45 AM	9:45: Break/Host Changeover		

Outcomes

- **749** total views (and counting)
- **907** donors from across the country
- **147%** of our goal reached
- **Countless** donor interactions



TRY IT OUT!

Interactive Activity:


Brainstorm Your Stream

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A photograph of two healthcare workers in a hospital room. One worker, with dark hair, is leaning over a patient's bed, looking at a chart. The other worker, with blonde hair, is standing next to her, also looking at the chart. The patient is lying in the bed, covered with a patterned hospital gown. In the background, there is a wall with medical equipment, including a biohazard sign and a power outlet.

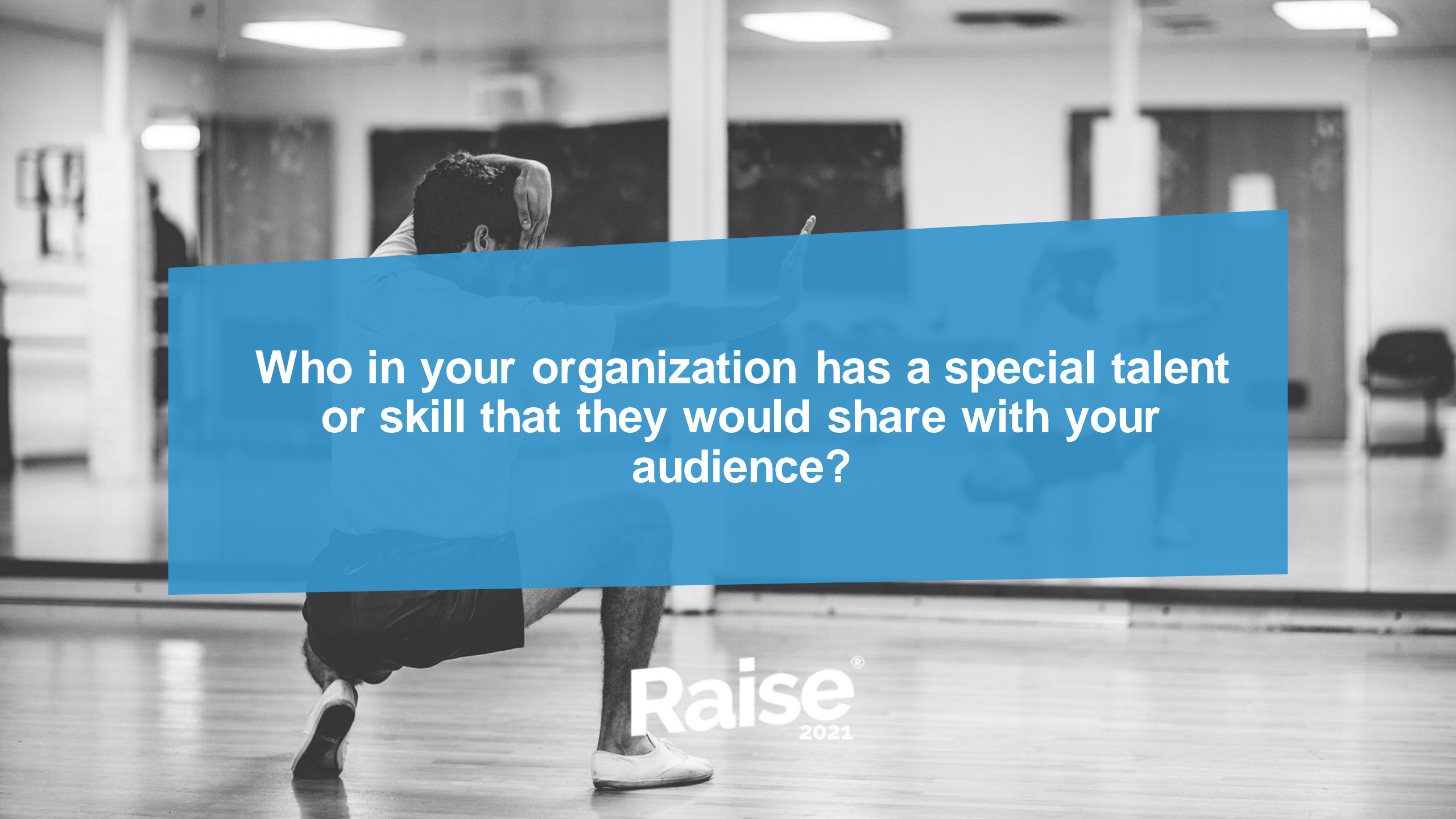
Who is a passionate leader in your organization who doesn't get much face time with your donors?

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A man in a blue shirt and cap is looking through binoculars on a beach at sunset. The background shows the ocean and a clear sky. A blue semi-transparent box is overlaid on the image, containing the text.

What's something fun and interesting at your organization that your audience doesn't typically get to see?

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Who in your organization has a special talent or skill that they would share with your audience?

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TRY IT OUT!

Interactive Activity:

Brainstorm Your Stream

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Is a livestream right for you?

- Who is your audience?
- What value would a livestream add?
- Which program, event, or giving day in your organization could benefit from the **addition** of a livestream?



Live-stream Schedule				
Time	Programming	Hosts		Notes
		Main Host	Co-Host	
8:00 AM	8:00 Opening Segment			
8:15 AM				
8:30 AM				
8:45 AM				
9:00 AM	9:00 Guest	Host 8-10 AM:	Co-Host 8-10 AM:	
9:15 AM				
9:30 AM				Goal update
9:45 AM				9:45: Break/Host Changeover
10:00 AM	10:00 Guest			
10:15 AM				
10:30 AM				
10:45 AM				
11:00 AM	11:00 Guest	Host 10 AM-12 PM:	Co-Host 10 AM-12 PM:	
11:15 AM				
11:30 AM				Goal update
11:45 AM				11:45: Break/Host Changeover
12:00 PM	12:00 Guest			
12:15 PM				
12:30 PM				
12:45 PM				
1:00 PM	1:00 Guest	Host 12-2 PM:	Co-Host 12-2 PM:	
1:15 PM				
1:30 PM				Goal update
1:45 PM				1:45: Break/Host Changeover

Schedule Template

Getting started checklist

Planning Checklist:

- Organizational buy-in
- Potential volunteer hosts
- Willing fundraising Partners
- Streaming platform (we used StreamYard)
- Equipment (could be as simple as your computers with webcam and mic, or a more involved set-up).
- Goals for your stream
- Personnel to run things behind the scenes
- Ideas for educational and entertaining content

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QUESTIONS?

**Now's our time to
hear from you!**

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FOLLOW US ON SOCIAL
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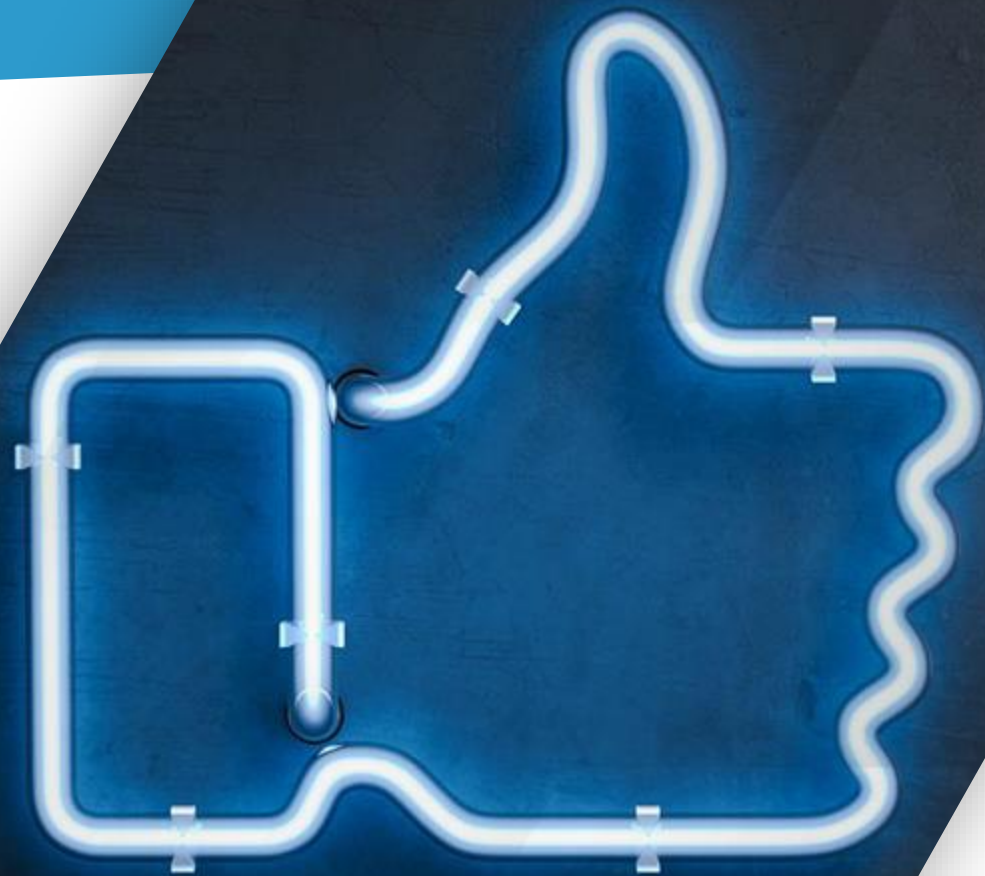
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