



I Want It That Way!

Why Combining Live Events and Virtual Experiences is Here to Stay

Jillian Schranz, Event 360

Poll: Which option best describes your Organization's approach to P2P Events for 2021?

A: We have returned to live events and eliminated virtual

B: We have returned to live events with the option to register as virtual

C: We have cancelled or postponed our 2021 P2P events without a virtual replacement

D: Who knows? Just when we thought we had a plan, everything changed

Agenda

1. State of P2P
2. Smart Planning
3. Innovative Technology
4. Participant Engagement
5. Bonus Section: Health & Safety



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We know it's been a challenging year.

Like you, we've been
innovating in real time.
Solving for new realities.
And, taking advantage
of new possibilities
to create even more
rewarding and effective
Peer-to-Peer experiences.



According to McKinsey*

CONSUMER BEHAVIOR HAS SHIFTED IN FUNDAMENTAL WAYS.

01

COVID-19 has transformed consumer lives. The speed of adoption of digital technology has covered a “decade in days.”

02

Behavior changes are not linear, and their stickiness will depend on the satisfaction with new experiences. Stickiness = forced behavior X satisfaction.

03

The future is NOW—Players should prepare. Follow consumers in their new decision journeys when you market and communicate.

OBSERVATIONS ON THE P2P FRONT

- The most loyal supporters stuck with non-profit organizations during the pandemic, doubling down on their commitment and fundraising.
- Event transactions went frictionless and contactless. Tech and process upgrades that were “nice to have” in the past became essential and expected.
- Virtual and hybrid event models wiped geographic boundaries off the map. Anyone could participate from anywhere—and they did.



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Even though the world has changed, our desire and need for human connection feels more important than ever.

**HOW DO YOU
RECAPTURE
PARTICIPANTS
WHO DIDN'T
STICK WITH
YOU?**

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**HOW DO YOU
SATISFY AND
REWARD
PARTICIPANTS
WHO SHOWED
UP BIGGER
THAN EVER?**

**HOW DO YOU
CONVERT AND
KEEP NEW
PARTICIPANTS?
(BOTH VIRTUAL
AND HYBRID)**





**HOW DO YOU MEET
HIGHER
EXPECTATIONS
& REQUIREMENTS
AROUND TECH,
TRANSACTIONS,
AND HOW WE
COME TOGETHER?**

It's a lot to take on...

**WITH LESS
RESOURCES AND
MORE URGENCY
THAN EVER
TO HIT YOUR P2P
FUNDRAISING
TARGETS.**

Only 52% of nonprofits felt they had the necessary in-house resources to produce their events; 32% were unsure.

33% said they were unlikely to hire back internal staff when they return to live events.

48% said their number one challenge in the past year was reduced staff and resources.

YOU NEED A 360 DEGREE PERSPECTIVE

Accelerate the reintroduction of live events and think big

Augment internal staff with deep expertise to deliver more boots on the ground today.

Re-engage and reactivate participants as we return to live events with familiar, loved traditions

Integrate new technology and innovation into live event strategy and support.



Take time to think it through, make smart investments, and ensure everyone's safety, health and satisfaction.

Build a comprehensive, clear operational playbook for the future events and staff.

Innovate P2P experiences with new second screen programming to deliver more fundraising and lifetime value.

Train participants how to navigate new tech and new transactions seamlessly and happily.

Poll: How confident was your P2P team when adjusting event plans for Covid mitigation in 2021?

A: 100%! We got this.

B: We are confident with our plan, but keeping an eye on evolving circumstances

C: Overwhelmed with options and the cost for each tier of options

D: Not confident and would benefit from expert guidance

Smart Event Planning

Time, Space, and Volume

- ❑ Rolling start times
- ❑ Social Distancing Pods
- ❑ Contactless Donations
- ❑ Grab and Go!

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Innovative Technology

Enhancing Experience

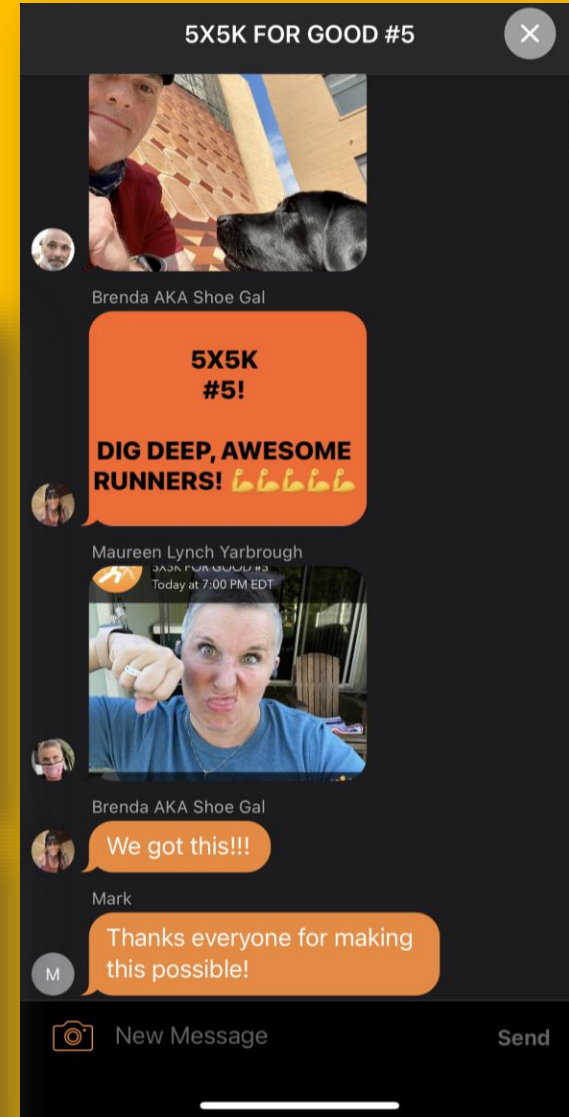
- ❑ Digital Check-In
- ❑ Digital Route
- ❑ LIVE Virtual Broadcast
- ❑ Texting > email



Participant Engagement

Fostering Connection

- ❑ In-app interaction
- ❑ Live Stream and Second Screen
- ❑ Event Kits
- ❑ Texting as cultivation



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5X5K ⚡ ⚡ **FINISH**

Lightning Round

What item would you add to your event kit for virtual participants to enhance their experience?

Drop
it in
the
chat!

Bonus! Our Health & Safety Plan

Supplies and screening

- Face mask, work gloves, hand sanitizer, sanitizing wipes provided for all staff
- Symptom screening and temperature checks daily

Testing and travel

- Staff to take Rapid PCR, or PCR test prior to travel
- Backup staff to test in case needed to deploy
- In case of positive result, staff will be replaced by backup staff
- Staff to self-administer antigen test each day on-site

On-Event Mitigation

- Limit command center capacity and use staff PJ's when possible
- Staff to keep assigned walkie for duration of event
- Staff to socially distance and avoid eating indoors or in groups while on staff assignment

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QUESTIONS?

Now's my time to
hear from you!



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