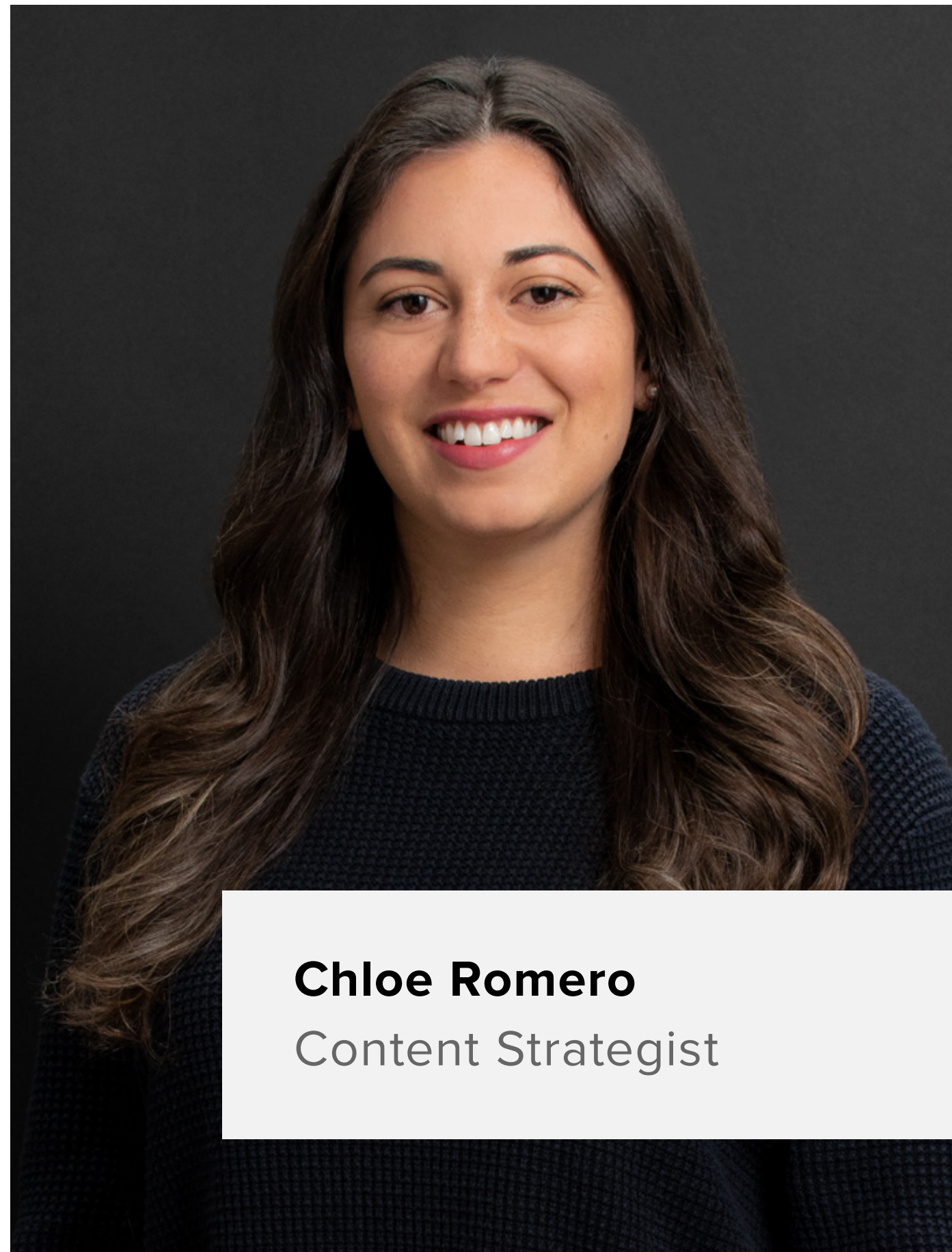


FREE WEBINAR

# How Charities Are Creating Engaging Fundraising Events Online

Wednesday, October 14, 2020



**Chloe Romero**  
Content Strategist

## About Lemonlight

Lemonlight is an on-demand video production company that specializes in performance creative for brands and agencies across the globe. Our 9,000+ videos have elevated brands in every industry by delivering content that converts.

## About Chloe Romero

Chloe Romero is a seasoned content strategist and distributor who uses her expertise to elevate content at Lemonlight. Chloe is most well-known for her savvy approach to webinar production, partnering with brands like HubSpot, GoDaddy, AdRoll, and more.





1. **Benefits and Challenges of Virtual Events**
2. **Online Fundraising Event Ideas**
3. **How to Promote Your Event**
4. **Leading Virtual Event Platforms**
5. **Tips for Hosting Success**
6. **Q&A**

# **Benefits and Challenges of Virtual Events**

## Benefits

- Lower costs.
- Ability to reach more people.
- Potential increase in donors and donations.



## Benefits

- Lower costs.
- Ability to reach more people.
- Potential increase in donors and donations.

## Challenges

- Technical difficulties.
- Audience has a case of “virtual fatigue.”
- Pivoting from in-person to online.



# Online Fundraising Event Ideas



## Host a Virtual Game Night

- Trivia, Bingo, Pictionary, online board games, and more!
- Host a gaming tournament.
- Have friends and family play at home or via Zoom.
- Encourage participants to send in game night photos.

**Fundraising tip:**

Invite participants to make donations upon registration.



### Join Big Family Game Night

**When:** This Friday, April 17

**Why:** While our brave caregivers work the frontlines every day, you can join us for New England's biggest game night and help save lives right from home.

**How:** It's simple!

1. Sign up.
2. Donate what you can to help kids and caregivers at Boston Children's Hospital.
3. Challenge friends and family members to join you.
4. Play any game you choose (video, board or card games) online over a digital platform like Zoom or at home with your quarantine crew. We'll send game ideas after you sign up and share stories of how your support is making an impact for patients, families, and caregivers.

JOIN US

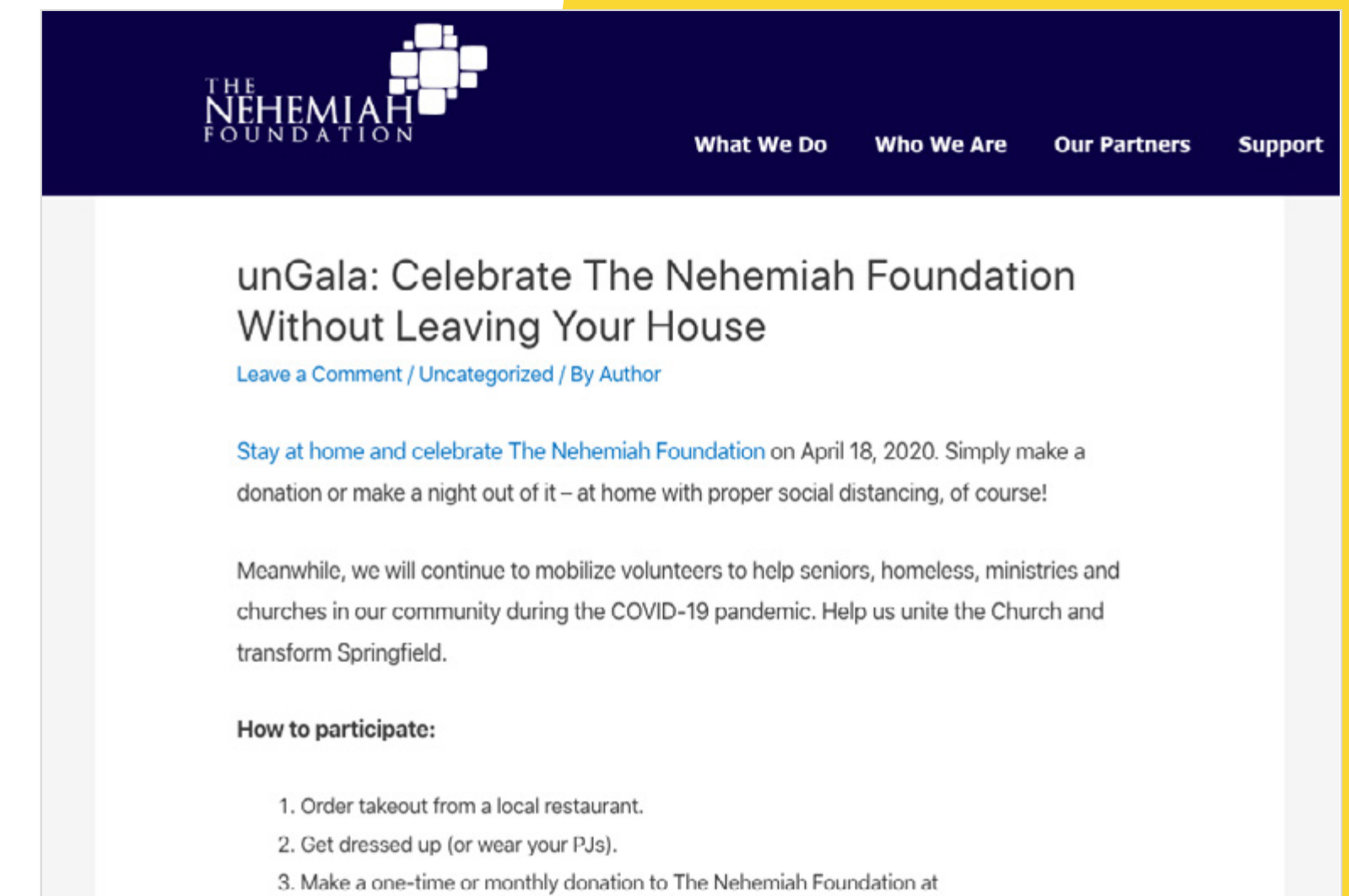


## Host a Virtual Gala (or Un-Gala)

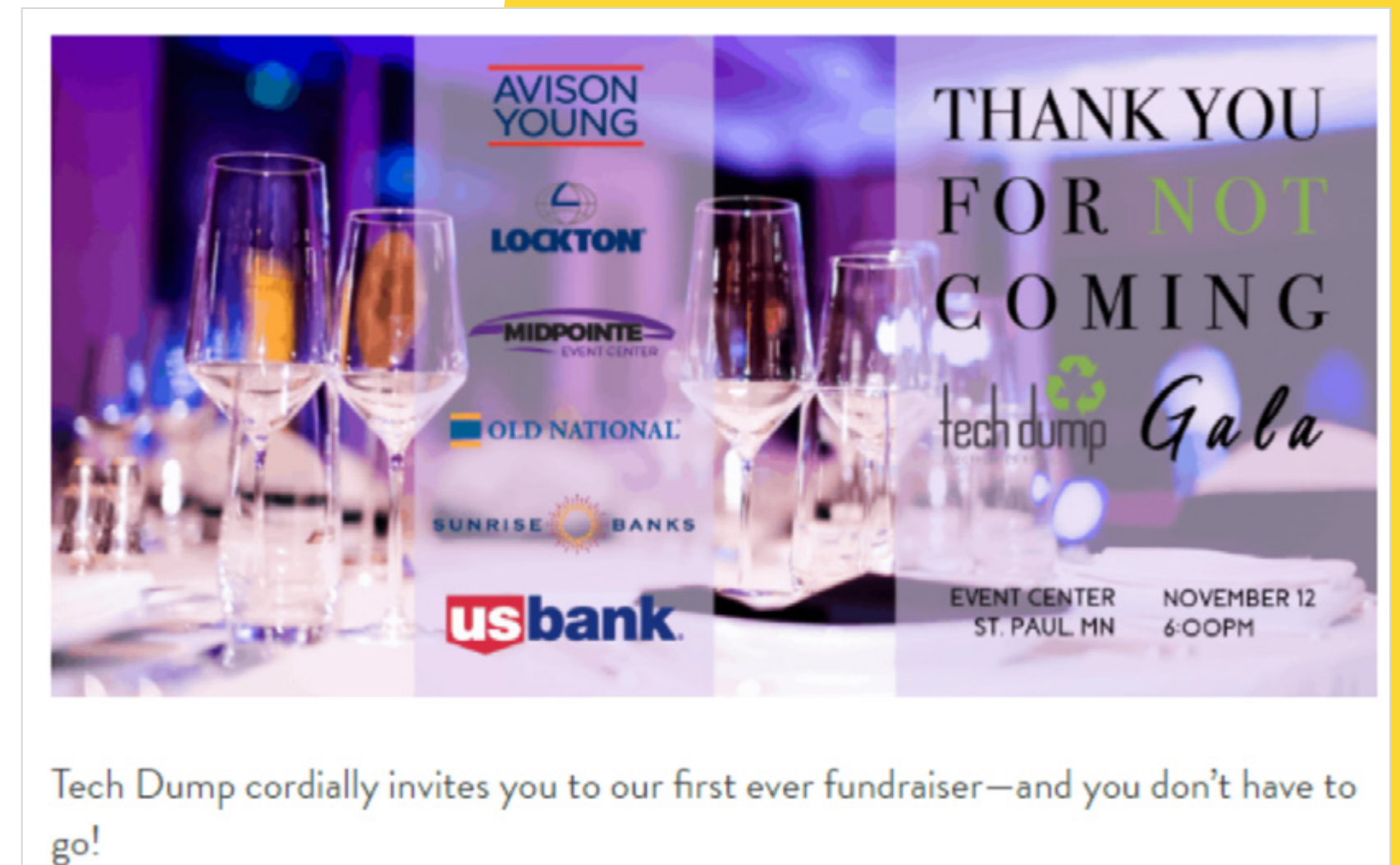
- Hire a virtual emcee.
- Share your mission.
- Be transparent about where the donations are going.
- Ship each attendee a “party in a box”!

### **Fundraising tip:**

Charge for ticket and/or ask for donations that would have gone towards attending the gala in-person.



[The Nehemia Foundation](#)



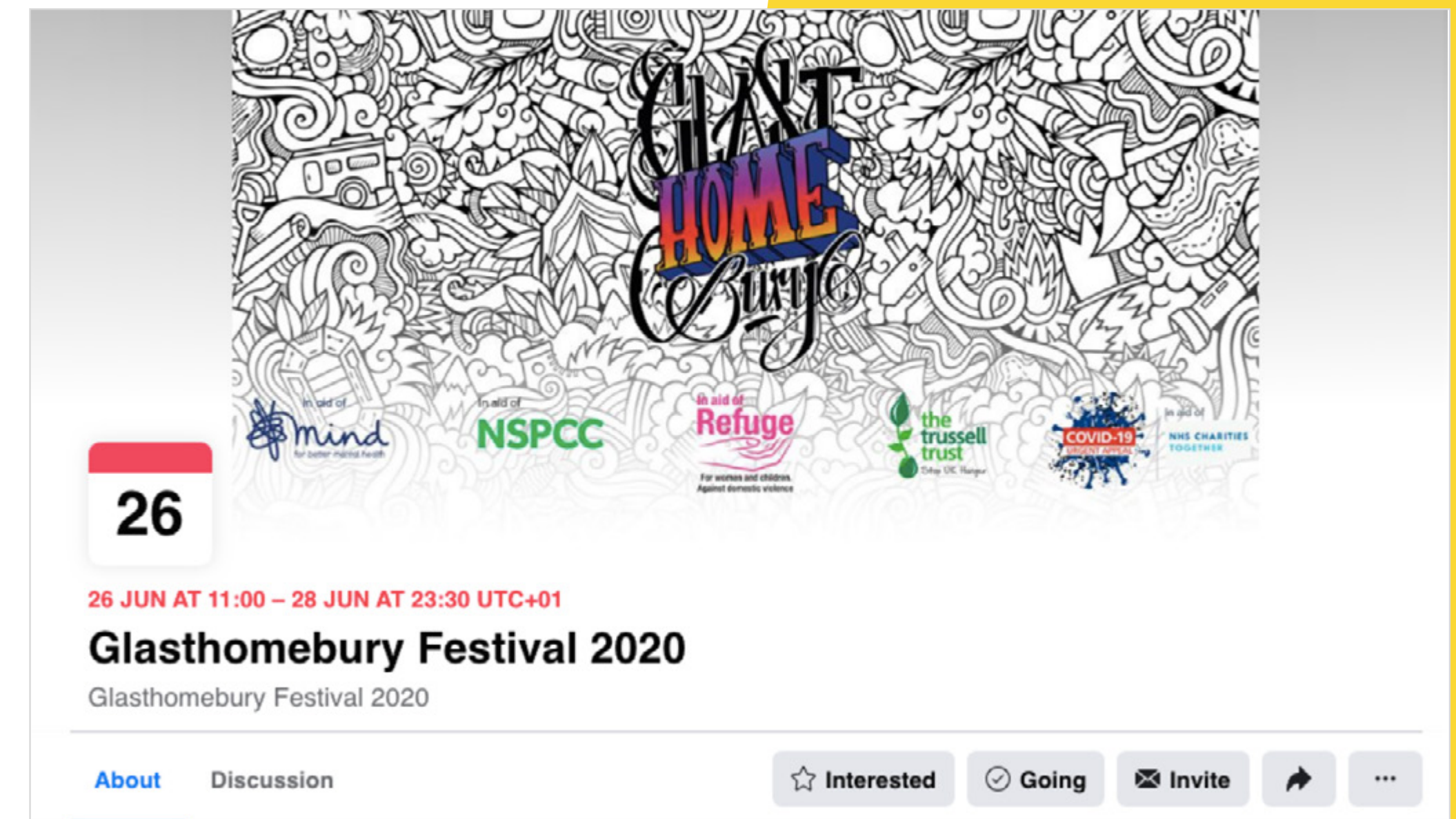
[Tech Dump](#)

## Host a Virtual Performance

- Live stream a concert, comedy show, or keynote speech.
- Choose entertainers who are passionate about your charity.
- Organize a behind-the-scenes virtual meet and greets with the performers (for additional donations).

### Fundraising tip:

Ask people to purchase a ticket to view the live stream.



[Glasthomebury Festival](#)

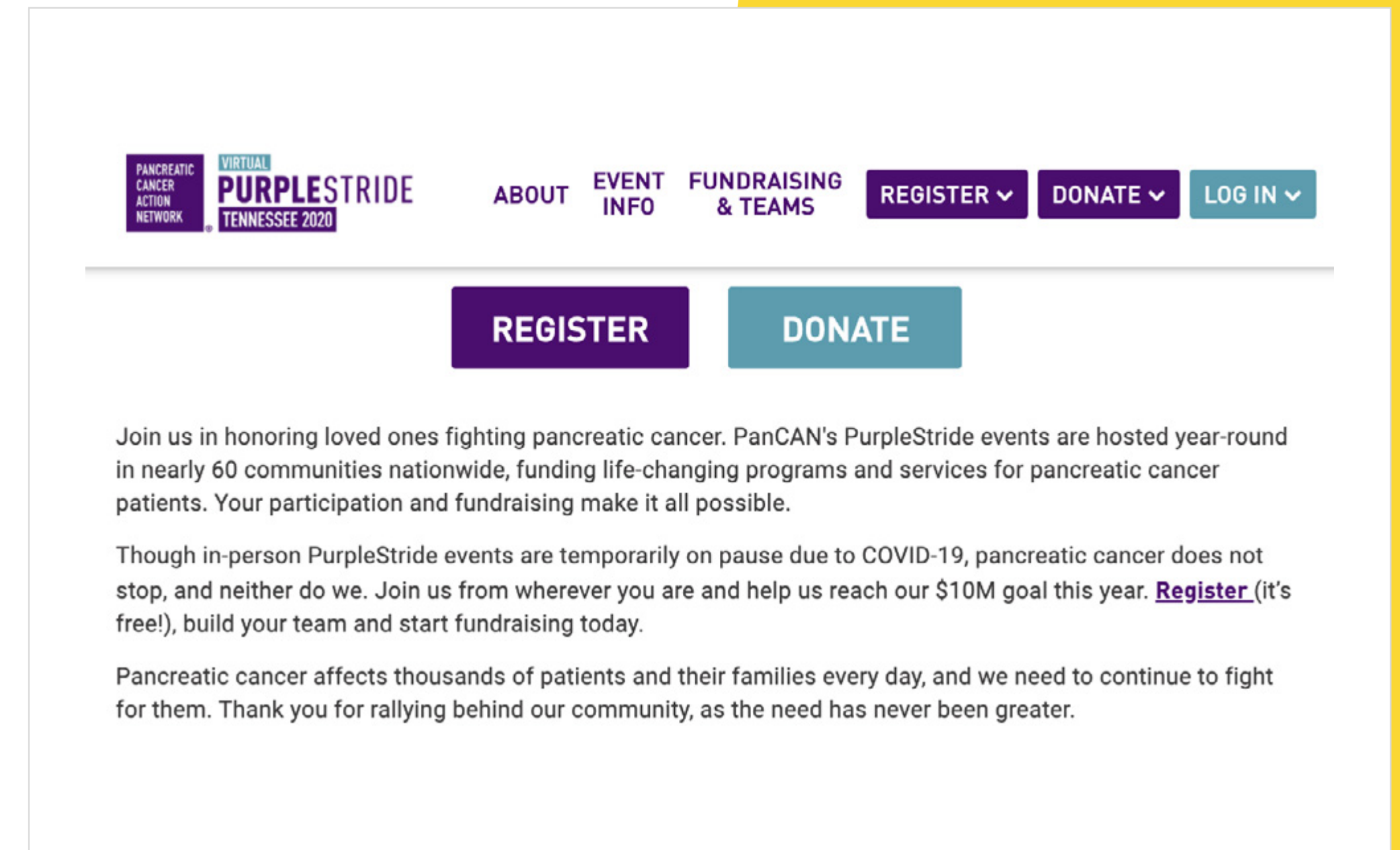


## Host a Virtual Run, Walk, or Bike

- Select a time frame for participation.
- Host a kick-off ceremony to excite participants.
- End with a closing ceremony announcing the highest raiser and final amount raised.

### **Fundraising tip:**

Have participants track and report their mileage with a tracking software.





# Online Fundraising Event Ideas

Other ideas for captivating your audience:

- Silent auction.
- Social media challenge.
- Virtual scavenger show.
- Virtual talent show.
- Virtual movie night.

## THE QUEST

A VIRTUAL SCAVENGER HUNT

1. EMPTY TOILET PAPER ROLL	
2. ART SUPPLIES	
3. HAND SANITIZER	
4. PAJAMAS	
5. DIRTY DISHES	
6. YEAST	
7. SCHOOLWORK	
8. PROFESSIONAL SPORTS GEAR	
9. AN INDOOR ACTIVITY	
10. VIDEO GAME	
11. HOMEMADE BREAD	
12. SHAMROCK	
13. CANNED PROTEIN	
14. GLOVES OR MASK	
15. SIDEWALK CHALK	
16. TEDDY BEAR	
17. PANDEMIC BOARD GAME	
18. A CELEBRITY	
19. THEATER PLAYBILL	
20. WORKOUT EQUIPMENT	
21. QUARANTINE SNACK	
22. WATER BOTTLE	
23. TOM HANKS MOVIE	
24. DISNEY CHARACTER	
25. CLOROX WIPES	
26. LEFTOVER FOOD	
27. QUARANTINE CRAFT	
28. SOAP	
29. AMAZON BOX	
30. A TIGER	
TOTAL POINTS	

# How to Promote Your Event

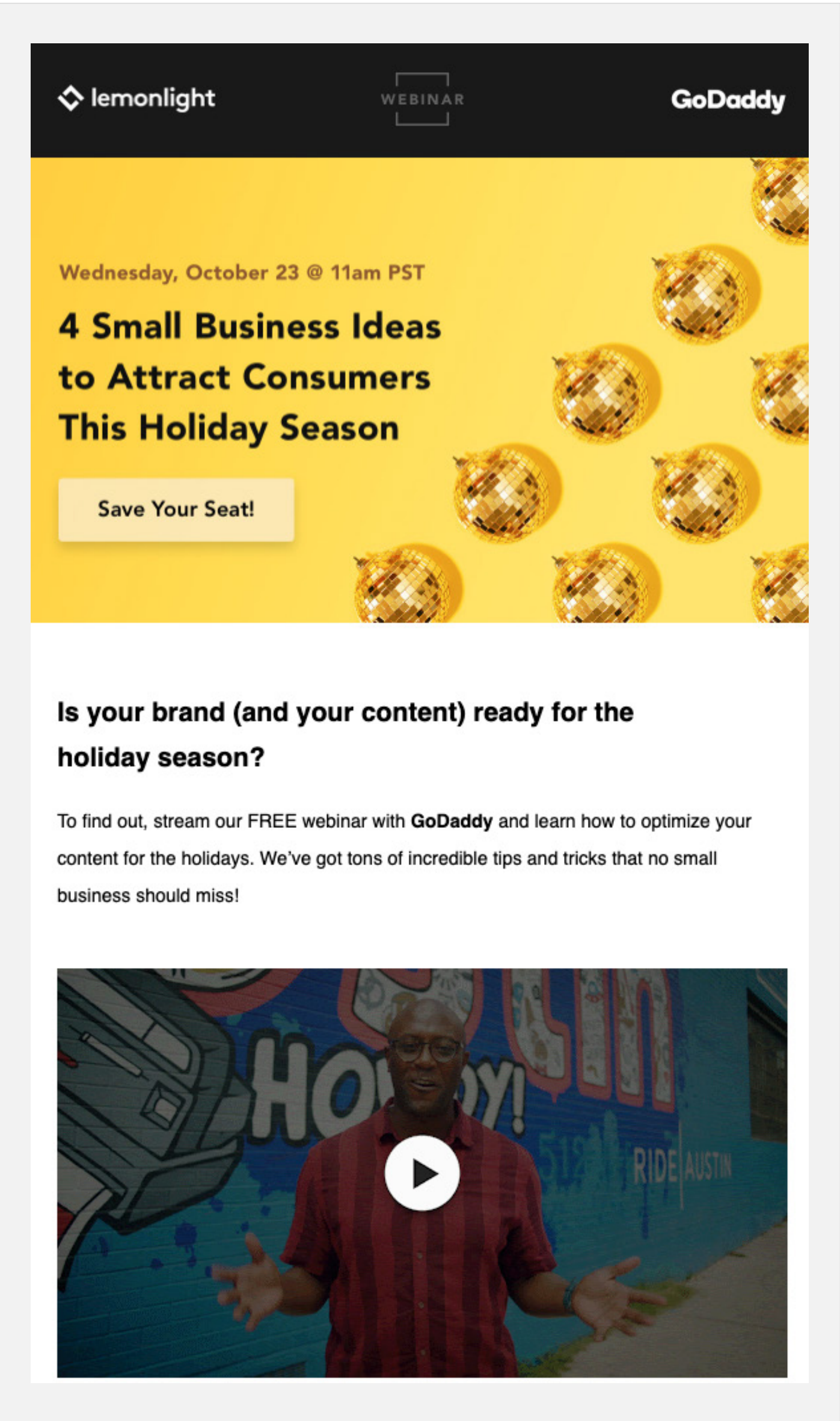
# Email

- Keep event design consistent.
- Include engaging subject line, visuals, and video.
- Clearly explain how to register and join the event.
- Add calls-to-action (CTA) linking to the event registration page and the donate page.

Tip:

Create an two-week email marketing strategy to drive attendance!

		Virtual Gala Email Schedule
Done		1st email invite - 2 weeks before the event
In Progress		2nd email invite - 1 week before
In Progress		Newsletter mention - Tues week of
Not Done		Last chance invite - 1 hour left DAY OF webinar
Not Done		Follow-up email with link to event recording - day after



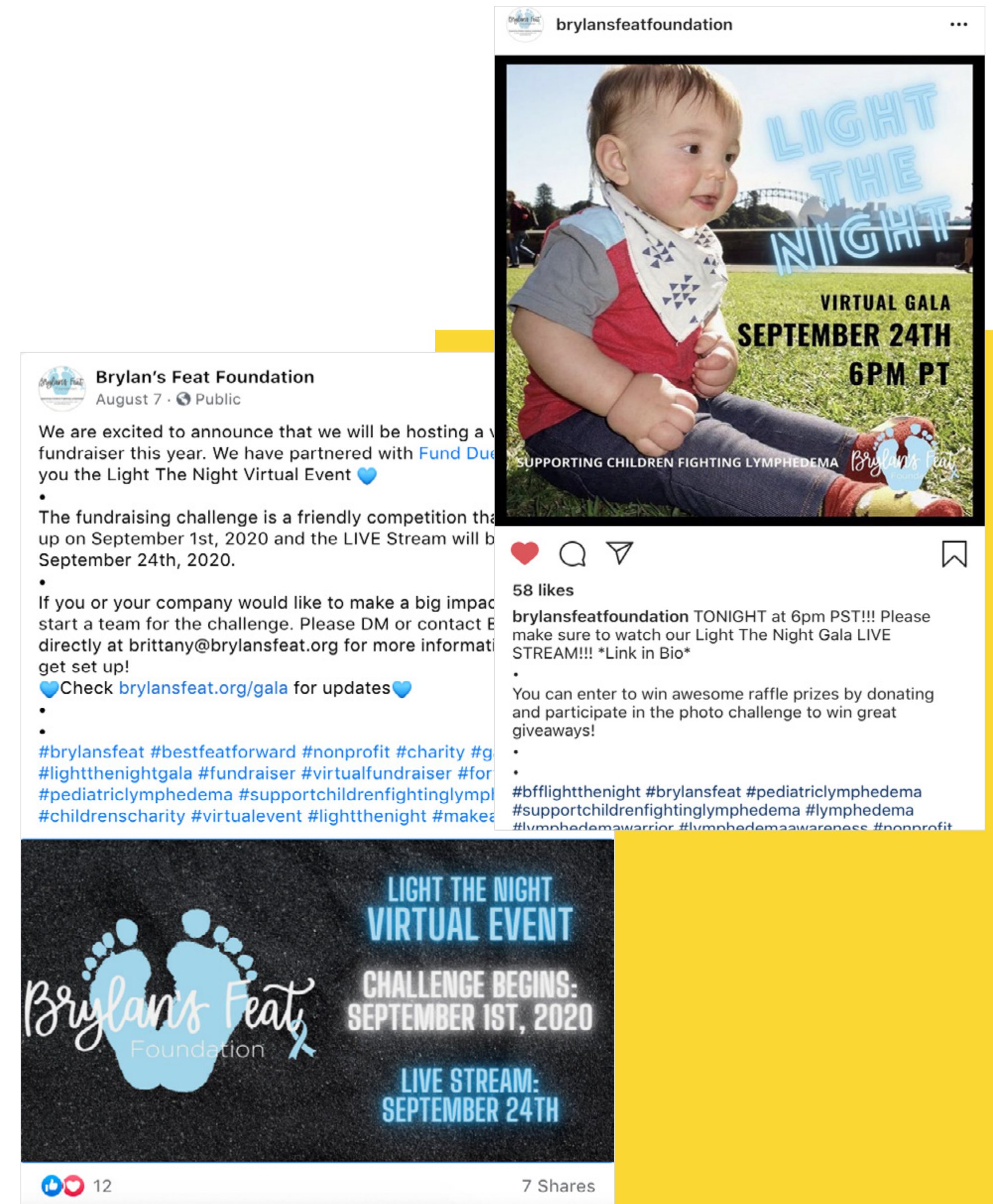


## Social Media

- Maximize your reach by promoting on multiple platforms.
- Create a cohesive conversation with an event hashtag.  
**#lightthenight**
- Increase views, likes, and clicks with video.
- Get in front of a new audience with paid ads.

**Tip:**

Create a social media promotion calendar to stay on track!



# Best Virtual Event Platforms



## Popular Options

- Live-streaming: Zoom, Facebook Live, and Youtube Live.
- Auctions and mobile bidding: Bidding for Good, OneCause, and Silent Auction Pro.
- Races and walks: RunSignup, Racery, and Charity Footprints.
- Peer-to-peer and online fundraising: CauseVox, Classy, Qgiv, and Snowball





# Tips for Hosting Success!

**Schedule a practice rehearsal.**

Prepare for being on-camera.

Encourage audience engagement.

Follow-up with attendees post-event.



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The screenshot shows a modal window titled "Add a Poll" with a close button (X) in the top right corner. At the top is a text input field with the placeholder "Enter a title for this poll." Below this is a checkbox labeled "Anonymous?" with a help icon. The main area contains a list of questions, with the first one highlighted in a light blue box. This question is numbered "1." and has a text input field for the question itself. Below the question field are two radio buttons: "Single Choice" (selected) and "Multiple Choice". Underneath are ten input fields for answers, labeled "Answer 1" through "Answer 10 (Optional)". A "Delete" link is at the bottom right of the question box. Below the question list is a red-outlined button with a plus sign and the text "+ Add a Question". At the bottom of the modal are "Save" and "Cancel" buttons.

Add a Poll

Enter a title for this poll.

☐ Anonymous? ?

1. Type your question here.

☒ Single Choice ☐ Multiple Choice

Answer 1

Answer 2

Answer 3 (Optional)

Answer 4 (Optional)

Answer 5 (Optional)

Answer 6 (Optional)

Answer 7 (Optional)

Answer 8 (Optional)

Answer 9 (Optional)

Answer 10 (Optional)

Delete

+ Add a Question

Save Cancel

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**Follow-up with attendees post-event.**



# Q&A



# Thank You

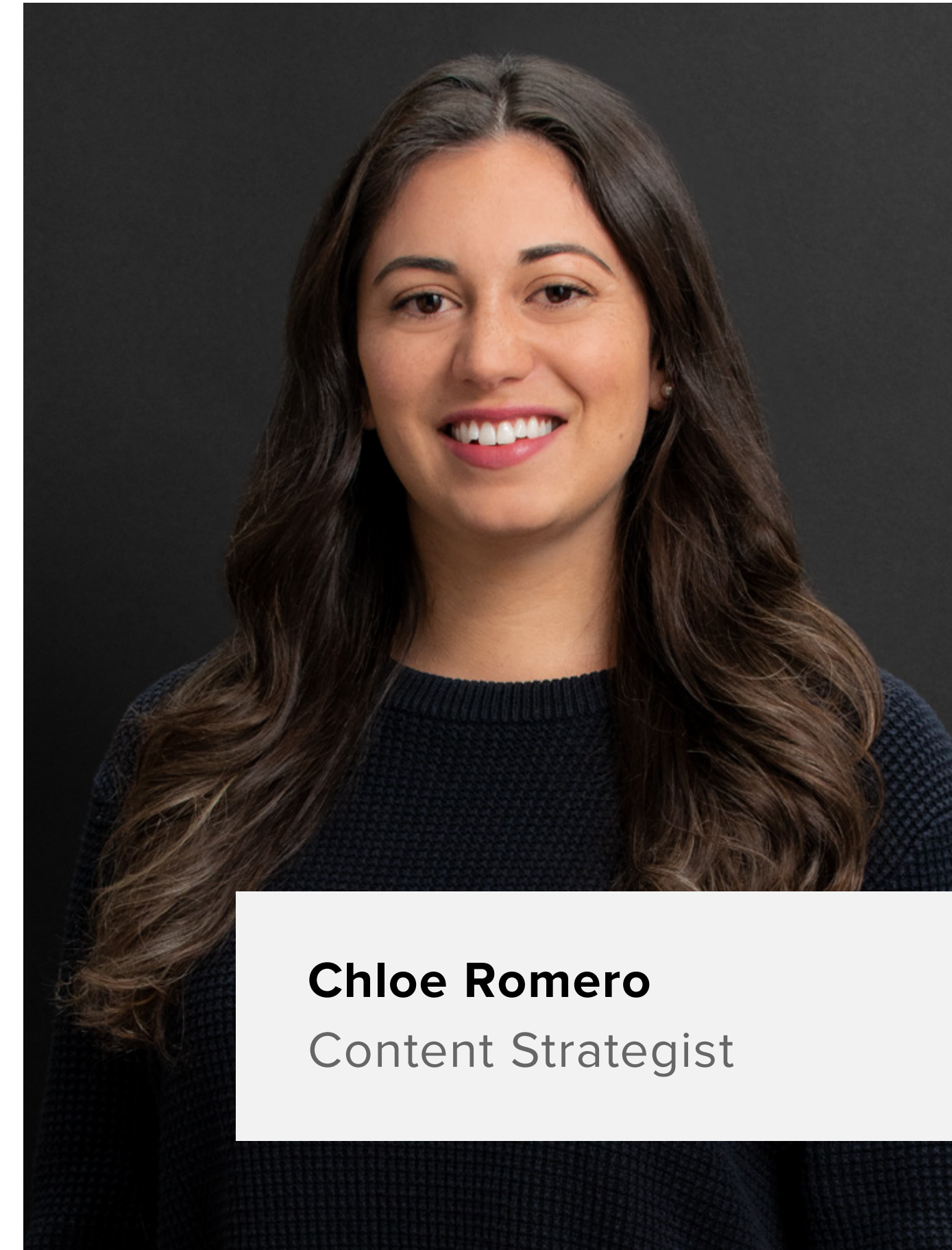
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