



VIRTUAL FUNDRAISERS

An Overview



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WHO IS

BROWN PELICAN GROUP?

We're event experts with over 22 years of experience in events requiring a **high level of brand engagement**.



We're passionate about nonprofits. At Brown Pelican, we've been helping nonprofits reach their goals since our founding - everything from producing events to providing secure wifi and networks. **Not only do we love working with nonprofits, Brown Pelican's owners have their own**, and that means we're in it with you. So whether it's a virtual event or an in-person event, **we're here to help.**

VIRTUAL FUNDRAISER BASICS



- Create **content people care about**
- Provide a **unique viewing experience** - just because it's not in person doesn't mean it has to be boring
- Provide clarity on **how to bid** - people love your mission and want to help!
- Community - make them feel **part of the event**
- **Recognize** sponsors, donors, board, volunteers
- Have an Emcee and/or Auctioneer to **keep the program engaging**
- **Sponsors** have a great opportunity to get a lot of exposure through **logos displayed throughout your program.**



VIRTUAL EVENT TYPES



Live In-Studio

All content happens live during the duration of your event in a professional studio.



Studio/Pre-Record

Part of the program happens live in-studio and the rest is pre-recorded content.



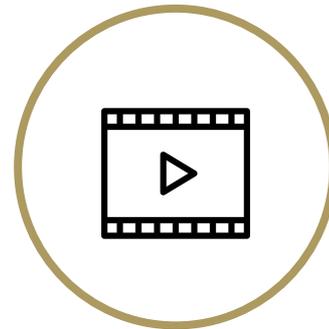
Studio/Pre-Record/Remote

Part of the program happens live in studio, part is pre-recorded content, and part is remote live feeds from presenters.



All Remote

This is more like a Zoom call or Webinar, where all content is broadcast from several remote locations, typically people's homes.



All Pre-Recorded

All content is pre-recorded and stitched together to create the overall program.

Online Auction Only - This is a great option if you don't want to hold an actual "event". Open the auction for a week or so through an online bidding platform.

PROGRAM FLOW

- **30-60 minutes** program length
- **Content is king**, but keep it short, simple and engaging
- Emcee / host tells people **how to bid**
- Content includes:
 - **Live** in-studio or remote location
 - **Pre-recorded** - videos, testimonials...
 - **Slides**
 - **Background** via large monitor
- Main appeal in first 10-15 minutes (**Fund A Need**)
- **Phone number** for tech support & donations

PROGRAM FLOW EXAMPLE

TELL YOUR STORY!

Pre Show Loop / Music

Pre Produced Slides, Videos

- Sponsor, board, donor features
- Explain how to bid

Welcome

- Brief intro and welcome from Emcee or ED
- Emcee gives bidding instructions

About Your Organization

- Pre-recorded video piece and/or:
- Executive Director / CEO delivers vision

Live Auction

- Auctioneer drives this segment

Appeal - Fund A Need

- Auctioneer drives this segment
- Matching challenges

Entertainment

Close Live Auction

Post Show Loop / Music

- Could repeat pre show loop



— TECHNOLOGY

STREAMING OR TELECONFERENCING?

Streaming and Teleconferencing are 2 options for how to get your content to your audience. What's the difference?

- **Streaming is one-way content delivery.** Think of it as a TV **broadcast or a webinar.** Viewers can watch your curated content, but don't interact with it or each other, except in a chat sidebar.
 - This is a great solution when you want to drive the messaging and audience experience, and provide a rich, engaging program.
- **Teleconferencing is a two-way solution** that allows for **real time interactions and collaboration.**
 - Use this when you want your audience to be able to interact with each other or the presenters. The downside can be that the viewers get distracted from your desired message and goals.

TECHNOLOGY EXAMPLES

Streaming Platforms



Teleconference Platforms





— TECHNOLOGY FUNDRAISING PLATFORMS

Perhaps the **most critical technology** choice you'll make!

- This is **why you're doing a fundraiser** - to raise money
- Choose a mobile bidding solution that allows people to **bid through an online platform**
 - Generally includes the **event's registration system, CRM**, pre and post-event **marketing tools**
 - Includes portals for **silent auction, live auction, and Fund A Need**
 - Includes **tools and reports that allow for a full analysis** of the success of your program
 - **Links easily to your organization's website** for a seamless user experience

CHAT

CREATE COMMUNITY FOR VIEWERS

- Streaming services (like YouTube Live...) can include a **chat sidebar**
- This is live, and **anyone** with access to the stream **can post**
- **Chat should be monitored**, and any inappropriate posts removed
 - **Chat Moderator**
 - Can act as the organization’s “cheerleader” to keep the community engaged and thank donors & sponsors
 - **Chat Monitor**
 - Acts at the chat “police” to keep things on track



FUNDRAISING FUND A NEED



- **Address the critical nature** of this moment
- Give examples of **what the money will be used for**
- Instruct people **how to give**
- **Create a sense of community** around the appeal
- Thermometer can be a great way to **get people excited** about the progress and **encourage donations**
- **Matching challenges** drive donations UP
- **Text to Give feature** can work both ways - push texts out to encourage donations; donors can text directly into fundraising platform; allows for **Max Bid and Buy it Now options**



FUNDRAISING LIVE AUCTION



- **Premier packages** and items that **typically have large values**
- **Close the auction lots out** during the live auction



FUNDRAISING SILENT AUCTION



- **Open it early**, like a week before the event
- Let it stay **open for additional 2-3 days**
- **Weekday - midday** open and close best time



TICKET SALES?

- **If you sell tickets consider giving something with ticket price**
 - **Meal and wine delivery** - give people a reason to celebrate with you during the event!
 - **Gift bag** to commemorate the moment



VIRTUAL FUNDRAISER POST EVENT



- **Share the virtual event link** for post broadcast viewing
- **Leave silent auction and Fund A Need open** for 2-3 days post event
- **Send a countdown to close of auction** via email / text
- **Send thank you** and receipts
- Provide clear **direction for receiving items**
- **Send an email appeal** with link to event video, especially for those that could not attend the event





THANK YOU!

Let us know how we can help.

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