LIVE WEBINAR

Make Your Virtual Event a Reality

Learn how to adapt your event fundraising during unprecedented times

Community FOUNDATION for Northeast Georgia

TravelPledge
Where Giving is Going

© Copyright 2020 Geronimo Solutions, LLC. All rights reserved.

AUCTION OR RAFFLE

TravelPledge is your connection to donated experiences from generous businesses

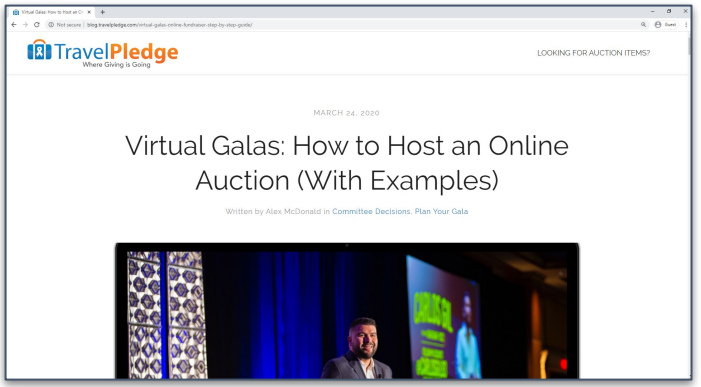
- Golf Foursomes & Lessons
- Club Memberships
- Vacations
- Cruises
- Bucket List Experiences

TravelPledge

About Me

Alex McDonald
Director of Customer Experience

- Onboarding & Support
- Marketing
- Educational Content

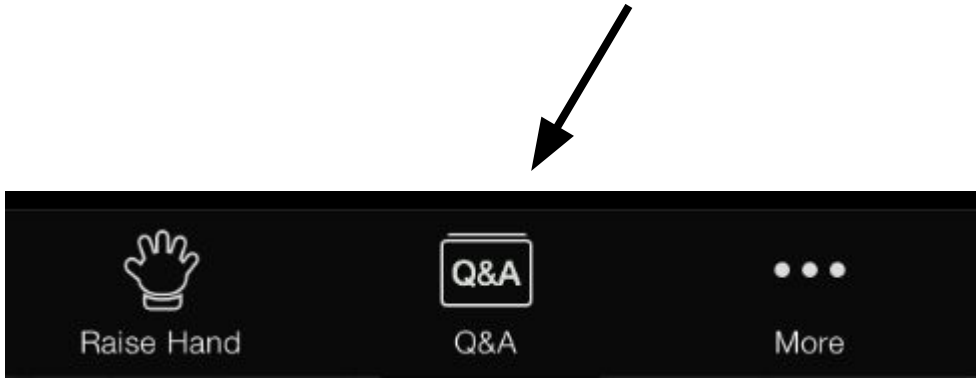


blog.travelpledge.com

TravelPledge

Ask a Question

If you have a question, please use the Q&A feature within Zoom. I'll answer questions throughout the presentation and at the end.



TravelPledge

Why are you here?

TravelPledge

virtual gala

Vur-choo-uhl | **gey**-luh

—**noun**

Fundraising celebration where donors participate through the internet instead of in person

TravelPledge

virtual gala

Vur-choo-uhl | **gey**-luh

—**noun**

Fundraising celebration where donors participate through the internet instead of in person

TravelPledge

Benefits

- ✓ Participate from anywhere
- ✓ Save on staff, food & venue
- ✓ Enhance social media
- ✓ Reach new audience

virtual gala

Vur-choo-uhl | **gey**-luh

—**noun**

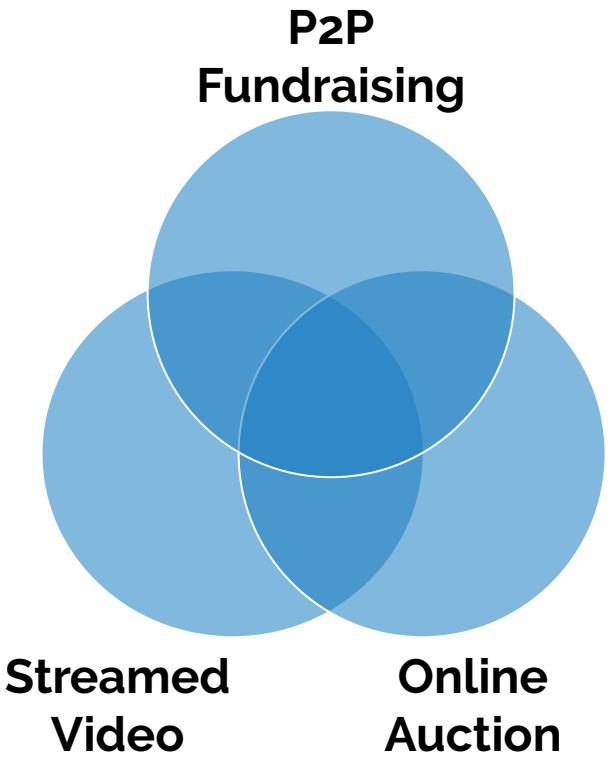
Fundraising celebration where donors participate through the internet instead of in person

MYTH #1: Virtual galas must be live

MYTH #2: Virtual galas must be a big production

MYTH #3: There is a “right” way to throw a virtual gala

TravelPledge



Step 1

Plan Your Programming

TravelPledge

Streamed Video*

- Monologue
- Speeches
- Interviews
- Video
- Contests & Polls
- Live Auction
- Fund-a-Need

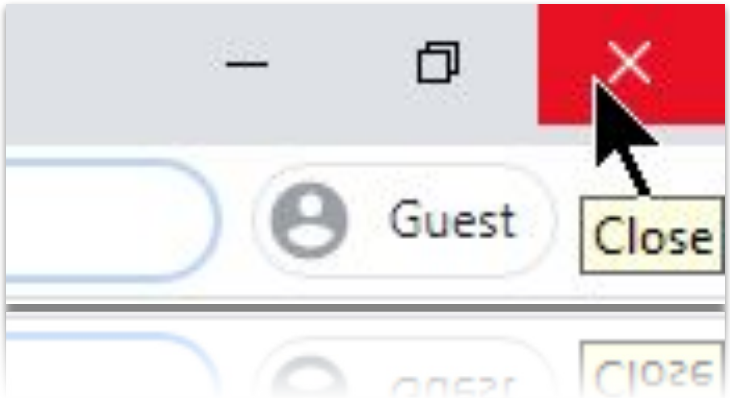
*Can be pre-recorded

TravelPledge

Step 1

Plan Your Programming

Streamed Video



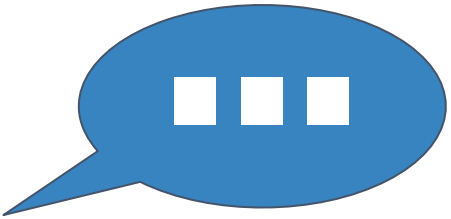
Step 1

Plan Your Programming

TravelPledge

The Chat Window

- “Salt” the chat window
- Dedicate a chat person
- Host shoutouts
- Play games



TravelPledge

Step 1

Plan Your Programming

Online Auction

Step 1

Plan Your Programming

Online Auction

- Cause-Related Experiences
- Local Gift Cards
- Online Lessons
- Subscriptions
- Celebrity Cameo Videos
- Travel
- Toilet Paper

Step 1

Plan Your Programming

TravelPledge

How technically savvy are you?

TravelPledge

Step 2

Get the
Right Tools

Video Production

- Webcam
- Microphone
- Lighting
- Backdrop or event space
- Soundtrack
- Wardrobe
- Encoder (advanced)

TravelPledge

Step 2

Get the
Right Tools

Streaming Service

zoom

vs.

Social
Media

Webinar
Software

TravelPledge

Step 2

Get the
Right Tools

Streaming Service

- ✓ Donate button
- ✓ Social channel
- ✓ Pre-recorded
- ✓ No download
- ✓ Registrations
- ✓ Many presenters
- ✓ Screenshare

VS.

Social Media

Webinar Software

TravelPledge

Step 2

Get the
Right Tools

Mobile Bidding

- Event.Gives
- ClickBid
- MaestroSoft
- SchoolAuctions.net
- OneCause
- Handbid
- Greater Giving
- ...

TravelPledge

Step 2

Get the
Right Tools

Mobile Bidding

License (varies by event size)	$600-$3,000
Add-ons (live video, tickets, consulting)	$100-$1,000/ea
CC Processing (paid by donors)	~3.5%

Vs.

Chat Window	Free

TravelPledge

Step 2

Get the
Right Tools

TravelPledge

Donate Buttons & P2P

- “Donate” buttons in Facebook and YouTube
- Your website
- PayPal
- Givebutter
- Classy
- …

Getting Attendees

- Invite everyone regardless of original RSVP
- Table captains still work
- Multi-channel approach
- Drip teaser videos
- Raffle tickets for registering

Step 3

Promote
Your Event

TravelPledge

Should we charge for tickets?

Should we require registration?

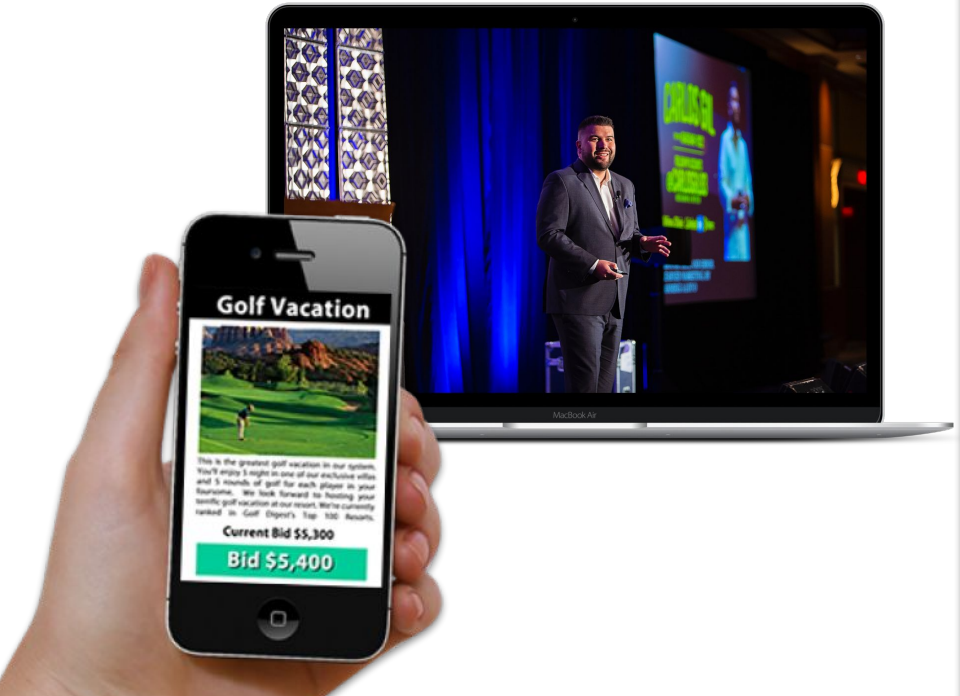
What about sponsors?

TravelPledge

Step 3

Promote Your Event

Attendee Training



Step 3

Promote
Your Event

Step 4

Practice &
Test

TravelPledge

Dry Runs

- Mandatory for presenters
- Film yourself
- Luddite test
- Latency test

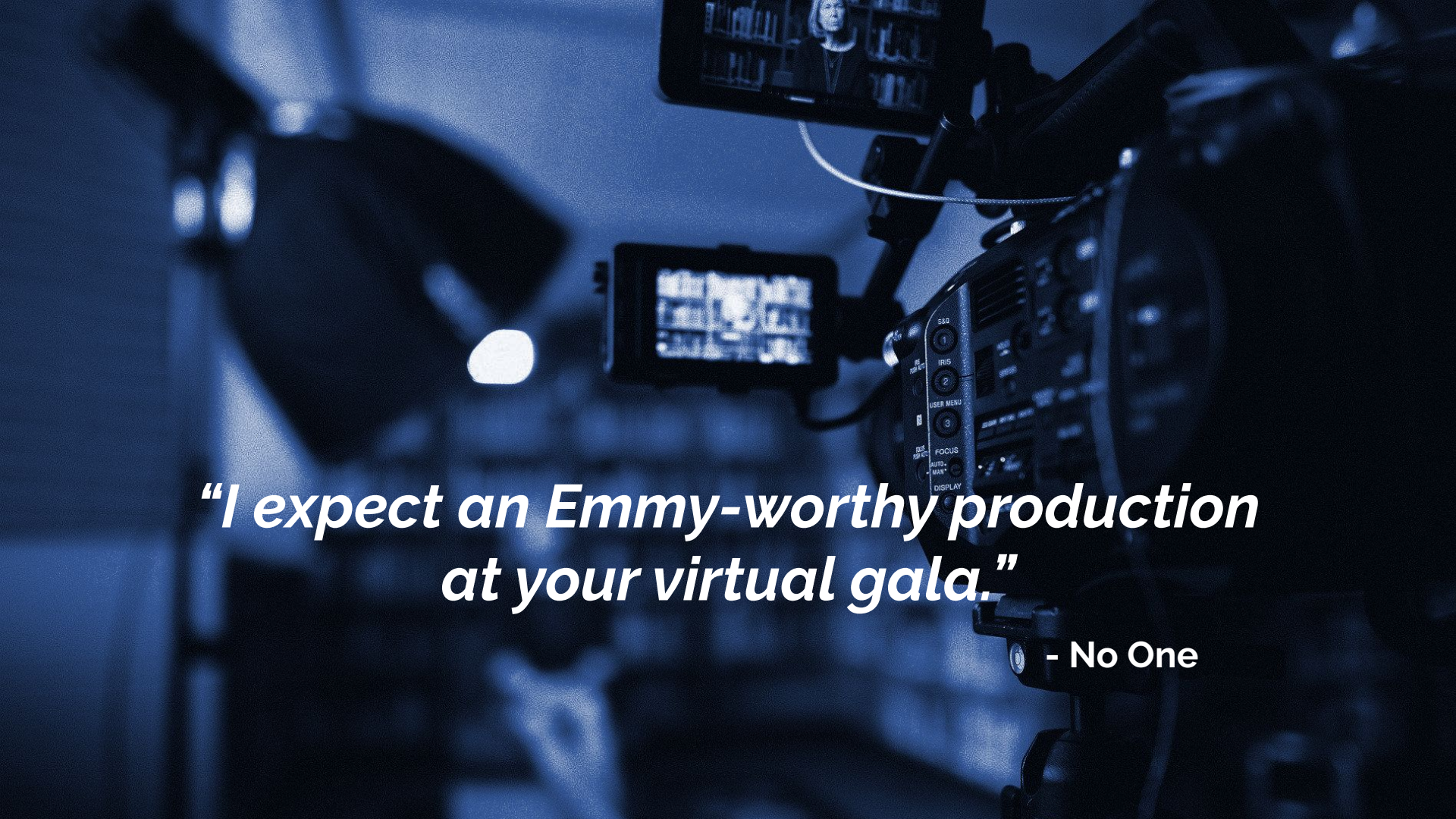
Dry Runs

- Mandatory for presenters
- Film yourself
- Luddite test
- Latency test

Step 5

Practice &
Test

TravelPledge

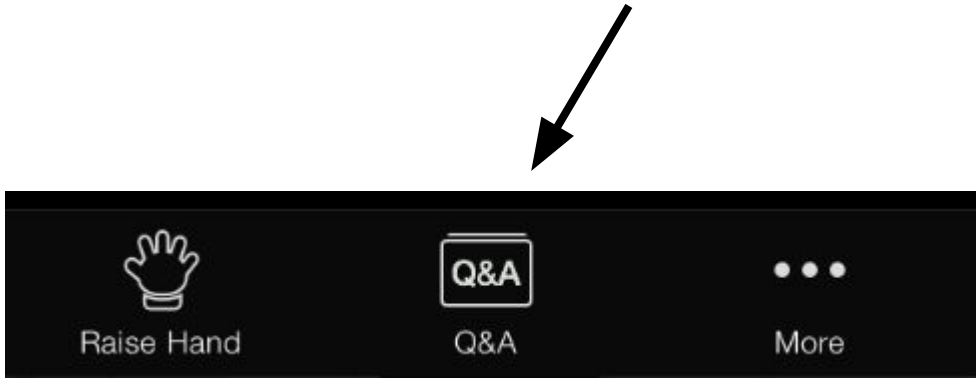


“I expect an Emmy-worthy production at your virtual gala.”

- No One

Ask a Question

If you have a question, please use the Q&A feature within Zoom. I'll answer questions throughout the presentation and at the end.



TravelPledge

Contact Me

Alex McDonald
Director of Customer Experience

alex@TravelPledge.com

www.TravelPledge.com

blog.TravelPledge.com

TravelPledge