

 LIVE WEBINAR

Make Your Virtual Event a Reality

Learn how to adapt your event fundraising
during unprecedented times



AUCTION OR RAFFLE

TravelPledge is your connection to fun experiences from generous businesses



Golf Foursomes & Lessons



Club Memberships



Vacations



Cruises



Bucket List Experiences



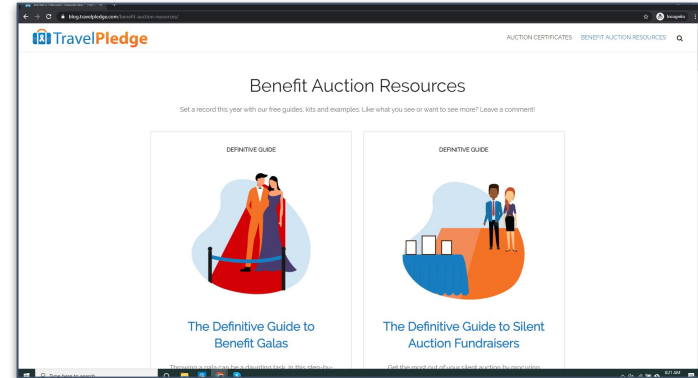
About Me



Alex McDonald

Director of Customer Experience

- Onboarding & Support
- Marketing
- Educational Content



blog.travelpledge.com

Ask a Question

If you have a question, please use the **Comment** feature within Zoom. I'll answer questions throughout the presentation and we'll open up discussion at the end.

virtual gala

Vur-choo-uhl | gey-luh

—noun

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



virtual gala

Vur-choo-uhl | gey-luh

—**noun**

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

Benefits

- ✓ Participate from anywhere (e.g., alumni)
- ✓ 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

But Why Now?

- ✓ You still need funding
- ✓ Less competition
- ✓ “Event canceled” is a bad message
- ✓ Free pass to try something new

virtual gala

Vur-choo-uhl | gey-luh

—**noun**

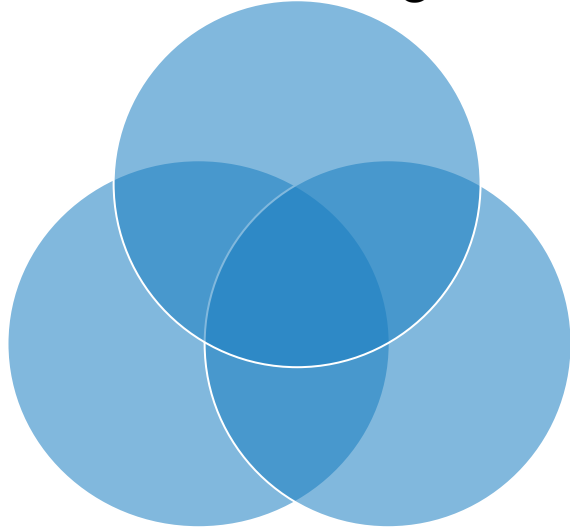
Fundraising celebration where donors participate through the internet instead of in person

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

**P2P
Fundraising**



**Streamed
Video**

**Online
Auction**

Step 1

Plan Your
Programming

Streamed Video*

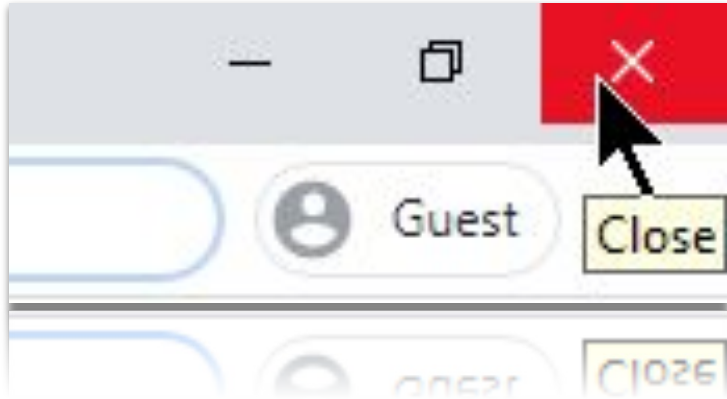
- Monologue
- Remarks
- Interviews
- Video
- Contests & Polls
- Live Auction
- Fund-a-Need

*Can be pre-recorded

Step 1

Plan Your
Programming

Streamed Video

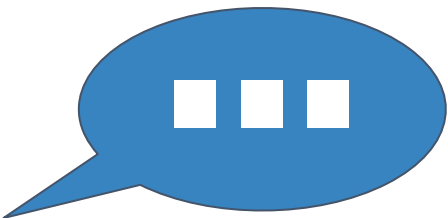


Step 1

Plan Your
Programming

Streamed Video

- <1 hour
- Fun (but appropriate) hosts
- Playful transitions
- Open all items for bidding
- Chat window



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 & Experiences

Step 1

Plan Your
Programming

Step 2

Get the
Right Tools

Video Production

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

Step 2

Get the
Right Tools

Streaming Service



Social
Media

zoom

vs.

Webinar
Software

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



Step 2

Get the
Right Tools

Online Auction

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

Step 2

Get the
Right Tools

Donate Buttons & P2P

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

Getting Attendees

- Invite everyone
- Table captains
- Multi-channel approach
- Drip teasers & updates
- Prize drawing for registering

Step 3

Promote
Your Event

**Should we
charge for
tickets?**

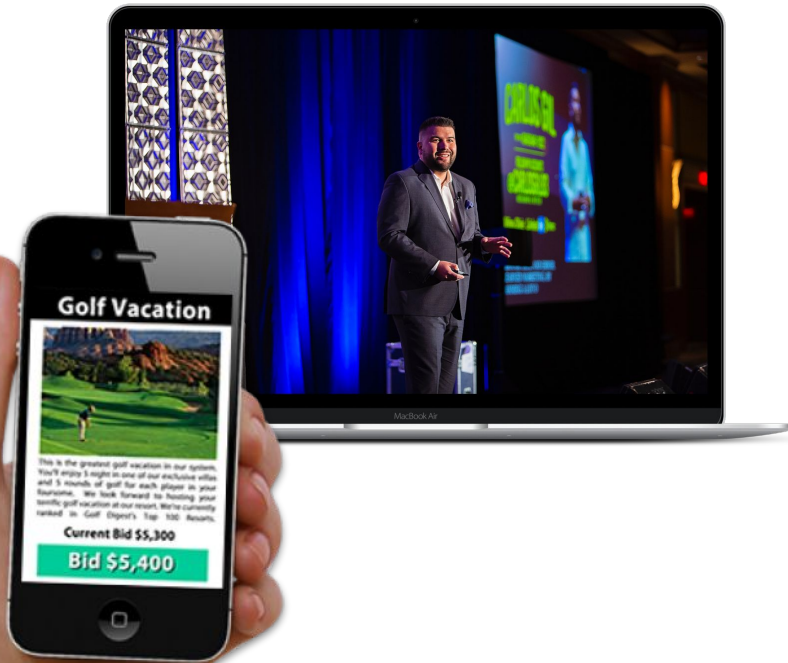
**Should we
require
registration?**

**What about
sponsors?**

Step 3

Promote
Your Event

Attendee Training



Step 3

Promote
Your Event

Step 4

Practice &
Test

Dry Runs

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



***"I expect an Emmy-worthy production
at your virtual gala."***

- No One

Contact Me



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