

## Virtual Fundraising Event Solutions

The fundraising event landscape has changed rapidly and dramatically, forcing many non-profits across the globe to cancel and re-tool live fundraising events. We understand how important it is for charities to keep raising money; communities *depend* on it.

Despite not being able to have guests into a room physically, there is an opportunity to connect with donors and meet fundraising targets with virtual events. By taking an event online, charities can share their mission, raise much needed funds and give guests a truly unique experience.

The Auctionista team can connect you to any of the professional services mentioned in this article. We are always here to help point you in the right direction!

Ready to explore which virtual event type is best for your needs?

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### Online Auction

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Using a digital auction platform, host a virtual live auction and/or a virtual silent auction. Post generously donated auction items and raise money quickly without executing a full virtual event.

What you need:

- ✓ Live or Silent Auction items
- ✓ Service subscription to an online auction site
- ✓ A small team of professionals to help execute your virtual auction(s)

Pros:

- ✓ Minimal costs associated with running the virtual auction
- ✓ A physical space is not needed for recording
- ✓ Organization can get access to real-time purchases/donation amounts

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### Record Live, Post Later

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Using a physical space such a local television or photography studio, bring in minimal video recording equipment and stream live using a social media platform or record a virtual event and post on a service such as YouTube at a later date.

Incorporate call to actions, such as "Click on the link below to donate" or "Go to our charity website to make a donation".

What you need:

- ✓ Filming location and audio/video to record or live stream the event
- ✓ Fundraising Host, engaging Agenda and Entertainment (just as you would with a physical event)
- ✓ Call to actions and a website to direct people to make donations

Pros:

- ✓ Looks professional and can provide entertainment value
- ✓ Opportunity to feature sponsors
- ✓ Organization can collect donations for several weeks after the event is posted online

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## Full Live-Streamed Event

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Using a physical space such as a local television or photography studio and utilizing simulcast/live stream hardware and fundraising software, implement a full virtual event, complete with a clear call to action for donations, live & silent auction bidding and sponsorship recognition.

What you need:

- ✓ Filming location and audio/video to record or live stream the event
- ✓ Professional streaming services or fundraising software
- ✓ Fundraising Host, engaging Agenda and Entertainment (just as you would with a physical event)
- ✓ Top-tier event partners to help build and execute the most professional-looking virtual event

Pros:

- ✓ The event is happening live, and guests will feel like they are part of an *experience*
- ✓ With most virtual event software, the fundraising host and organization can see donations and purchases in real-time
- ✓ Feature multiple sponsors in a professional environment with creative benefits

## Thinking of going with a professional, virtual event?

### Here's a checklist of what you'll need:

- Studio space with strong internet, great lighting and aesthetic value
- Simulcast hardware, sound and equipment
- Streaming platform that handles your traffic volume and attracts your demographic
  - a. Twitch
  - b. Facebook Live
  - c. Zoom
  - d. YouTube Live
- Dynamic, fast paced, cause-connected agenda with interactive elements
- Professional Emcee and Professional Fundraising Auctioneer
- Fundraising Strategy
- Fundraising Technology
- Tech Team & Floor Director
- Live studio audience [adhere to physical distancing]
- Social Media Campaign
- Scheduling tool for viewer calendar reminder

## FAQ's

### 1. What is simulcast/live stream hardware?

- Simulcast hardware refers to the filming equipment and computers needed in order to put your virtual event on the internet.
- This can include cameras, tripods, lighting, microphones, switchers, teleprompter, graphics computer and computers running the virtual event software.

### 2. Is there a difference between simulcast and a live-to-tape event?

- A simulcast is a live-streamed virtual event which happens in real time.
- A live-to-tape event is a recorded event which is then shared online through YouTube or social platforms at a later date.
- With professional, simulcasted events, there is an enriched opportunity to generate donations in real time.
- With live-to-tape events, there isn't an opportunity for a Live Auction or Fund-A-Need Appeal in real time, but rather, a call for donations. Your host will direct viewers to a website to make their donations, and the charity organization will tally money at a later date.

### 3. What is Mobile Event Software?

- Mobile Event Software is the platform that runs a virtual event. With high-end, professionally simulcasted fundraising events, fundraising software is used for live auctions, Fund-A-Need Appeals and even displaying sponsorship banners.
- A Mobile Event Software company works directly with the A/V company and your event management company to make your virtual event as "real" as possible.

### 4. What role does the A/V tech company play in producing a virtual event?

- The Audio-Visual (A/V) company plays a critical role in producing a virtual event. They are responsible for providing the perfect sound, lighting and camera feed to your mobile event software company.
- The higher the quality of your A/V, the higher quality experience guests will have watching from home.

### 5. We have never used fundraising technology. Why do we need to invest in this?

- You can't raise money in a live-streamed virtual event without it. It's user-friendly for guests of all ages, with donations in real time.
- Data collected can be used for future audience development and donor stewardship.

## **6. Should we pre-record any segments of the show?**

- Absolutely! In this time of physical distancing, the fewer people in studio, is the way to go. Pre-record your CEO's welcoming address, the Fund A Need Impact Speaker Appeal and, don't forget to integrate your organization's branded mission videos and photos.

## **7. How long should a live-streamed virtual event be?**

- If you emulate a Gala Dinner, plan for 1- 2 hours max. Make sure it's fun, interactive and fast-paced otherwise you chance losing precious viewers. And always keep fundraising at the top of the show!

## **8. How can I leverage social media to build buzz?**

- Social media is a seemingly endless web of connections. By leveraging social media, using relevant tags and engagement methods, you will cast a wider net into that web of connections.
- This could ultimately create a greater impact for your virtual event than selling tickets to your physical event to your local demographics. Now, people from all over the world can connect with your great organization as never before.

Need more information? We'd love to talk with you!

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