

“The Perfect Virtual Gala” Case Study: Georgian Bay General Hospital Foundation *Power of Giving Virtual Gala*

Our current fundraising landscape is a brave new world. We are faced with challenges which we must meet with innovation. The *Georgian Bay General Hospital Foundation* (GBGHF) moved boldly into uncharted territory, overcame hurdles, and stepped outside of their wheelhouse, to create a massively successful virtual gala. This Case Study (along with the Learning Event recording) documents the planning process, decisions, and outcomes (financial and other) of the GBGHF Power of Giving Virtual Gala (POGVG).

Georgian Bay General Hospital (GBGH) is a community hospital located in Midland, Ontario, Canada. The Foundation team is:

Nicole Kraftscik, Executive Director

Christine Baguley, Philanthropy Officer

Jen Russell, Development & Communications Officer

Catherine Johnson, Development Coordinator

The Power of Giving Virtual Gala (POGVG) replaced two signature, in-person annual events; the “Georgian Bay Pops” (summer event), and the “Annual Gala” held each October. The combined revenue projection for two events was set at \$362,625, representing 14% of the \$2,598,125 annual fundraising goal for fiscal 20/21.

Each of these events has a unique demographic and a dedicated committee. GBGHF and their respective event committees faced new challenges to combine these two distinct events and execute them virtually. GBGHF’s initial questions ring true to so many charity organizations in 2020: *How do we create a virtual gala which resonates with and appeals to our distinct audiences?*

How do we bring in the critical revenue needed to replace [both] in-person events? How will we face the challenges of creating and executing an event in an unfamiliar format?

In the case of GBGHF, both event committees were combined, and the Virtual Gala Chair role was shared by the Georgian Bay Pops and Gala Chairs.

The Power of Giving Virtual Gala live streamed on Saturday, August 21st, 2020 and the event recording currently has over 1,500 YouTube views, providing sponsors with ongoing visibility for their brand, and ensuring all donors had the opportunity to participate and donate, even if they were unable to watch the event live. GBGHF was faced with many challenges with the new virtual event format, but they were able to pivot and deliver an event that achieved the charity's goals and fulfilled their mission.

Virtual Gala Format and Details

- **Pre-recorded/live hybrid**
- **Show run time**
 - Pre-show: 12 min 30 sec
 - Main Show: 41 min 30 sec + closing credits and transitions
- **Headline Entertainment**
 - Chantal Kreviazuk - High profile and proven to sell-out shows in the Midland area
- **Show Host & Fundraising Auctioneer**
 - Layne, The Auctionista - Professional Host/Entertainer and Fundraising Expert
- **Cost to Register**
 - Free
- **Fundraising Activations**
 - Online auction (including Premium Packages & Pre-Event Dinner Auction)
 - 2x Live Fund-A-Need segments preceded by 2x 'grateful patient' stories
 - These 'grateful patient' individuals were selected as they were highly recognizable to each of the combined demographics

Moving Forward with Virtual

Where do you start when your organization has never executed a virtual event before? There are many considerations to be made right off the hop: How to engage the audience to register, event duration, live or pre-recorded, cost to register, and so on.

As the GBGHF leader, Executive Director Nicole Kraftscik was deeply involved and hands-on with this virtual event from conception to fruition. In her own words, she was “more involved” with this virtual event than she would typically be with an in-person event, due to it being a completely new format.

Nicole actively showed the team that she was there to support them but also, Nicole needed to understand the process and what goes in to creating this type of event.

Moving forward, it was important for GBGHF to keep their volunteers and committee members inspired and engaged. Being transparent about the potential challenges of this changed event format, and navigating a brave new world together, proved to be crucial for morale and event success. However, there were some members of the volunteer committee who chose not to actively participate in the planning of this new event, which is a new reality with the virtual landscape.

Ensuring an overview of the staff portfolio and skill set is completed as you consider a virtual event is important. Understanding the role that each staff member will play, clearly outlining their responsibilities, realistically analyzing the additional workload and identifying any gaps in skills should be a priority just as it would be, when considering any new initiative in the organization. What can be accomplished with volunteers and what can be hired out are important considerations...keeping in mind that this also requires staff time to lead and monitor.

GBGHF- POGVG SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - Professional Expertise: Layne, Kevin Haire Photography, Multi Tech Audio Visual and Fly Press Films - Foundation Team – Ability to pivot - Relationships already established - Online Auction – Production value - Social Media / Marketing - Endless playback opportunity on YouTube - Local support / online auction assisted with their brand recognition - Bloopers Reel - Foundation can reuse videos for stewardship and donor cultivation - Vibrant colours - Auction – all items sold - 0 no bids - Overall FMV 72% (avg online 70% / in person % yield is lower) - Level of commitment around pre-planning and strategy – dedicated team of committee members - Paved the way for innovation of online fundraising - Economic spin off from sponsors / auction donors - Stay Home event had further reach - Anyone can access it – reduces geographic restrictions - Enthusiasm of Host (Layne) - Involvement of Layne through run of show - Compelling stories – Seasonal / Local - Live feeds inspired giving 	<ul style="list-style-type: none"> - Ton of learning / time investment - Re-direct potential donations post virtual event to GBGHF online - Fundraising platform capabilities – ticker tape / measurement of goal visual - What was the event going to look like / mindful of communications to potential viewers - Instructions for registrations / how to access the event the night of - Include other perspectives: Care Provider story / Physician or nurse – compelling story of WHY equipment is needed - More time to record stories and to be creative – more time to edit and refine - More time with Multi Tech Audio Visual and Kevin Haire Photography to put production together - Text and email to the unsuccessful bidders at the end with a link to donate instead...didn't get sent (technical glitch) - Change the goal optics / gifts - Auction collection
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Start planning now (Gift of time) - Add a third fund a need segment - Audience Development – build on the list of viewers - Leverage relationships to build / create awareness throughout the year - People can see the value of sponsorship - Do we invest money in another story and take out a segment of entertainment - Build on the dinner options / experiences - Elevate home party piece – Table Captains - Grow on what we learned - Insert buck slip into tax receipts - Value of sponsorships – testimonial from a Sponsor/ send video to potential sponsor to show value - Add testimonial in sponsorship package AND auction package letter - FREE event - Most common pre-commit \$1000 / \$500 / during event highest gift level was \$100 / \$1000 - Look at benefits between two bottom sponsor levels - Admin Help 	<ul style="list-style-type: none"> - Doing the same thing again without change - Not utilizing the time to start planning now

Initial Questions

Questions that GBGHF asked of themselves and their committees:

1. What should we call this event (needs to be focused on giving, generosity and coming together as a community)?
2. What is the focus and purpose of the event?
3. How do we ensure this aligns with our brand?
4. How do we ensure our sponsors and the community feel engaged?
5. How do we stand out and be recognizable?
6. How do we make people want to be a part of this event? There are so many virtual events happening right now – how can we stand out?

Once GBGHF began answering the questions above, the ball began to roll and more questions came to the forefront. The content of the event and which experts GBGHF partnered with would be two of the biggest and most important elements this organization considered. These two considerations paved the way for so many other conversations and decisions surrounding the event.

In order to confidently move forward with the decisions at hand, GBGHF spent a great deal of time watching and analyzing virtual events which were already happening – familiarizing the GBGHF team with the virtual event format and providing inspiration for their own event. This research process was integral for every other decision for what would later be called the Run of Show (ROS) – timing and content for the evening.

GBGHF's Content Considerations

1. Just as with a live, in-person event, a **professional fundraising host** is crucial for event flow, dynamics, control, speaking to the organization's cause and engaging the audience; even virtually! The two Fund-A-Need segments of the evening drove donations and ignited the energy because this portion of the event was live and strategically placed.
2. **Professional videography** was a strategic investment for GBGHF. Expenses that GBGHF would normally absorb for an in-person event (venue, food, décor, etc), were shifted to create heartfelt patient stories and an impactful brand video. These videos live on through GBGHF's social media platforms and YouTube channel, and continue to share GBGHF's message, mission and vision.
3. GBGHF's **sponsor recognition** – The team reviewed the opportunities for exposure and added a value to that for each sponsorship. Creativity was key. GBGHF broke out the entire 45 minutes, minute by minute, to identify every opportunity in addition to any pre-event or post-event opportunity. GBGHF did keep the same values as their signature events and created new naming conventions synonymous with the new name of the event and inclusions for each level. GBGHF included videos for sponsorship levels that were broadcast on social media which was a key ingredient in the inclusions of the higher value levels.

The total raised in sponsorship was \$77,900, a shortfall of \$2,100 to target. After GBGHF aired the event, they realized that the exposure that each sponsor received before, during and after was extraordinary. The demographics that were marketed to, and who watched, was a diverse guest list of seasonal and local residents with a variety of income levels. Guests of the Georgian Bay Pops and Gala would typically pay a ticket price of between \$150 - \$175 per person. Sponsors communicated they felt they received more bang for their bucks with the marketing exposure that had been given to them in the virtual platform.

4. **How-to demonstrations** are important as not all members of the audience will be tech-savvy. GBGHF wanted all members of the audience to have a strong understanding of how to register, how to bid on items in the online auction, how to donate to the Fund-A-Need, how to watch the event from their home (tablet, phone or TV) and how to participate and interact with the event in general.
5. GBGHF knew that an **online auction** would be part of their fundraising roster. The POGVG online auction consisted of two distinct components. The first was 13 dinner packages that opened for bidding on the fundraising platform 2 weeks prior to event date. These packages closed 1 week prior to the event. The participating restaurants designed their dinner packages for small, physically distanced gatherings on the night of POGVG. The retail value of these packages was \$5,600 and the total raised was \$3,270 = 58% of fair market value (FMV). The secondary intention of this was to advance Audience Development; to encourage guests to enjoy a meal while viewing the event.
The second component was 74 assorted category auction packages, which opened for bidding a week before the event. This included four Premium Packages, each with a market value of \$3,000-\$5,000. These items were mentioned three times during the show to direct guests back to the auction site, and in the end were responsible for 34% of the total auction revenue. The total retail value of all auction items was \$43,624 with total revenue of \$34,915 (80% of FMV).
The support from the business community to donate was a major factor of the online auction success. Local businesses expressed appreciation for the brand recognition received during the online auction hence, this was a mutually beneficial relationship. Post event, many of the local businesses contacted GBGHF about how they can participate next year.
6. **Speakers must be mission-focused.**
7. **Length of production** was determined through their research and analysis of other, current virtual events. GBGHF identified the ideal amount of time to have people's attention: (1 hour or less) aiming for 45 minutes.

8. **Fully pre-recorded, Fully Live or Hybrid?** Prior to making this decision, GBGHF needed a comprehensive understanding of what the desired outcome of the event was, the look and feel, and an intimate knowledge of everything that could possibly go wrong and try to control that – that is how GBGHF landed on a **hybrid event**. Only two segments were live and everything else was pre-recorded. From their experience, GBGHF would caution against a fully live event considering how many things can go wrong and the ability to control those things. This is the point at which GBGHF identified that they needed a tech company to help them coordinate.

Budget

Figure	Combined, In-Person Events	Virtual Gala
Gross Revenue	\$359,625	\$317,498
Expenses	\$125,325	\$53,278
NET	\$234,300	\$264,219
Expense Ratio	35%	17%

POGVG Revenue	
Donations	\$ 204,628.24
Auction	\$ 34,970.00
Sponsorship	\$ 77,900.00
Total Revenue	\$ 317,498.24

Expenses	
Marketing	\$ 3,306.55
Creative Design	\$ 395.50
Videography	\$ 11,035.00
Entertainment	\$ 13,560.00
AV/Tech/Lighting/Event Production	\$ 10,770.00
Gala Meetings	\$ 479.39
Auction & Assoc. Costs	\$ 12,763.35
Miscellaneous	\$ 969.20
Total	\$ 53,278.99

Net Revenue	\$ 264,219.25
Expense Ratio	0.17

Breakdown of Revenue	Budget	Actual	Var
Total Donations	\$150,000	\$204,628	+\$54,628
Total Auction	\$20,000	\$34,970	+\$14,970
Total Sponsorship	\$80,000	\$77,900	-\$2,100
Total	\$250,000	\$317,498	+\$67,000

Marketing Strategy

The communication plan for the POGVG was designed differently than prior GBGHF in person events. A traditional Save the Date card was sent by mail to previous in person event attendees, giving everyone the opportunity to visit the POGVG event site to learn more. There was a heavier focus on email, social media & radio advertising. The focus of all pre-event communication was to drive registration. With this, GBGHF captured guest interest and email addressees, and was able to target some of their email communications to a smaller, engaged audience.

A key difference in the overall strategy for social media was a focus on teaser videos with familiar faces to capture followers' attention. These posts received countless shares, which helped to increase the POGVG reach beyond just GBGHF's regular audience.

One key performance indicator for the success of the marketing and communication plan was the number of registered guests on the event site. This was monitored carefully each week. Numbers increased when the online auction went live, and in the days leading up to the event.

One of the key factors of the audience development plan, outside of the communications plan, was to offer FREE event registration. With so much online content available, GBGHF did not want cost to be a barrier for registration or engagement.

The other unique aspect of the POGVG, was the pre-event dinner auction. By partnering with local restaurants, this offered guests the option to create an event experience tailored to their small social circle. Knowing that the traditional Georgian Bay Pops & Gala events are very social experiences, GBGHF wanted to make sure that spirit of togetherness could be maintained in some capacity.

Partnerships

The technical piece of this virtual event platform was undoubtedly the biggest hurdle for the GBGHF team. Which streaming platform would they use, and who would help them? GBGHF chose Multi-Tech Audio Visual Inc.(MTAV) of Barrie, Ontario. The MTAV team has an intimate knowledge of virtual platforms, streaming and everything you could imagine on the tech side of things. Hiring a company to assist in this coordination was absolutely key in the event's success. MTAV filmed all of Layne's pre-recorded segments in their studio, facilitated in studio rehearsals, ensured a seamless transition on event night from live to pre-record, managed the streaming of the show, integrated the auction platform, and ensured the preferred placement of picture in picture for Layne and the donation totalizer.

Kevin Haire of Kevin Haire Photography was another important partner for the GBGHF team. Kevin filmed patient stories, donor segments, sponsor videos, committee members and other speakers. He created "how to" videos for registration. Kevin also worked with Jen Russell, GBGHF Development and Communications Officer, on the sponsor slides and transition graphics. Kevin assembled all the pre-recorded content into 3 video segments and delivered them to MTAV. He created split-screen video segments to aid in the perception of a live event. Having a professional videographer like Kevin Haire on this project, made things extremely streamlined, well-branded, and professional.

Layne, The Auctionista was added to the list of GBGHF's professional partnerships to be the glue which held all the components together: The Host! GBGHF received countless compliments on Layne's performance. The three main benefits of having a professional host and professional fundraising auctioneer on the roster are energy, fundraising knowledge, and professionalism. GBGHF received exceptional feedback from guests on Layne's enthusiasm and all the fun they were having.

Not a single viewer could discern whether Layne was live or pre-recorded. That was very important to the final show quality that GBGHF wanted to deliver.

Layne's experience as a live fundraiser and host gave GBGHF great insight into the little details that may have otherwise been missed. From their first meeting, Layne showed a keen interest in understanding the organization, donors and the mission. When you collaborate with a common goal, amazing things happen!

Audience Development

The Audience Development Strategy created by the GBGHF team was key for achieving the goal of 400 registered guests. As has been mentioned, it is critical to ensure online viewership on event night otherwise fundraising goals could be at significant risk. Of special note is that the POGVG was taking place on a Saturday night in August shortly after "stay at home" COVID restrictions were eased. There was a noted risk that simply asking guests to be online for the event would not secure viewership as some may choose to spend time elsewhere rather than indoors in front of a screen. Failure was not an option therefore the GBGHF team designed an Audience Development Action Plan to eliminate this risk.

Some of the components of the Audience Development plan included:

- Marketing and Social Media Plan
- At Home Dinners on event night (online auction)
- Watch Party Table Hosts - invited friends, key influencers who have been primed in advance about the need to financially support during POGVG
- Gala Committee Registration Competition - individual who secures the most registrations wins a prize
- Staff, Volunteers, Sponsors, VIP's, Champions asked to help with registration

The new virtual event landscape offers non-profit and charitable organizations the opportunity to reach vastly greater audiences, reduce event expenses, and draw supporters closer than ever. When polled, an overwhelming majority of virtual gala attendees like this format so much, they can hardly imagine going back to the way things were. GBGHF is a prime example of what an organization can accomplish with a

willingness to learn, bold creativity, strategic partnerships, careful planning and exceptional teamwork. Taking a leap of faith may not be easy, but it's worth it!

Closing statement

The new virtual event landscape offers non-profit and charitable organizations the opportunity to reach vastly greater audiences, reduce event expenses, and draw supporters closer than ever. When polled, an overwhelming majority of virtual gala attendees like this format so much, they can hardly imagine going back to the way things were. GBGHF is a prime example of what an organization can accomplish with a willingness to learn, bold creativity, strategic partnerships, careful planning and exceptional teamwork. Taking a leap of faith may not be easy, but it's worth it!

Run of Show - Short Version

2020 GBGH Foundation Champions for Care Virtual Fundraiser

Purpose: An interactive virtual fundraiser that highlights the importance of exceptional healthcare at GBGH and engages our community (or seasonal & resident communities) to be part of its success for the

Run of Show: 53.5 minutes (39 minutes + 12.5 minute intro + 2 minutes for transitions)

Segment	Component	Duration	Speaker
Ticker tape on screen with fundraising progress / website			
Pre-Show	Pre-Show	0:12:00	Layne - voice over
Pre-Show	Introduction	0:00:30	n/a
1 - PR	GBGH Intro Video	0:01:00	n/a
2a - PR	Welcome	0:02:00	Layne
2b - PR	Match Donor Message	0:00:30	Alan & Alison Fryer
2c - PR	Welcome cont'd	0:01:00	Layne
3 - PR	Presenting Sponsor Video	0:00:30	n/a
3a - PR	Donor Video	0:01:30	Reinhart & Fred
4a - PR	Host - Intro Headliner	0:01:00	Layne
4b - PR	Entertainment (set #1)	0:04:00	Chantal Kreviazuk
5a - PR	Layne Introduces Nicole	0:00:30	Layne
5b - PR	Executive Director Chat	0:02:30	Nicole
6 - PR	Patient Story #1	0:02:00	Diane Labatt
7a - Live	Fund-a-Need Segment #1	0:03:00	Layne
7b - PR	Host - Intro Chairs	0:01:30	Layne
8 - PR	Pops / Gala Chair Message	0:03:00	Sara & Andrea
9 - PR	Patient Story #2	0:02:00	Jennifer Pauze
10 - Live	Fund-a-Need Segment #2	0:04:00	Layne
11 - PR	Entertainment (set #2)	0:08:00	Chantal Kreviazuk
12a - PR	Sponsor Recognition	0:00:30	Layne
12b - PR	Thank you & Closing	0:02:00	Layne
13	Closing Credits	0:02:00	n/a

0:40:30
 0:12:30
 0:02:00
0:55:00

Run of Show - Detailed Version

Segment	Component	Type	Duration	Speaker	Purpose	Transitions	A/V Help	Graphics
Ticker along bottom of screen - throughout with auction website & fundraising total								
Pre-Show1	Pre-Show	Slide with video demonstration (Givergy??) Kevin	0:12:00	Layne - voice over	- Countdown timer - Visual demonstration of registration for online auction and donation platform - Music - Sponsor Slide	1. From main slide to visual demo & back 2. From main slide to sponsor slide & back	1. Add countdown timer to slide 2. Visual demo of Givergy video	1. Slide with pre-show sponsor logo, graphics 2. Slide with ALL sponsor logos (used throughout)
Pre-Show2	Introduction	Slide Show Kevin	0:00:30	n/a	- The Show is About to begin, please find your way to your seat or couch. - Background Music (Chantal's music) - Images of couples, families gathering to watch (committee / sponsors pre-recorded?)	1. To 30-second countdown 2. Bring in videos of families / couples	1. Compile filled video montage of families sitting down 2. Adding background music	1. Slide with "Show is about to begin..." wording
1 - PR	About GBGH & Foundation	Video - Flypress	0:01:00	n/a	- About GBGH & Foundation (heartfelt, emotional video, community)			
2a - PR	Welcome	Video - Host in studio	0:02:00	Layne	- Applause - Words of welcome - Introduce self as host - Why we are gathered - Our Goal for the evening - MATCH!		1. Applause audio	1. Step & Repeat backdrop
2b - PR	Match Donor Message	Video - At Home (Kevin Haire)	0:00:30	Alan & Alison Fryer		Videos side by side (sponsor logo)	1. Transition to donor video (side by side as Layne finishes speaking)	
2c - PR	Welcome	Video - Host in studio	0:01:00	Layne	- Online auction / donation info - Acknowledge & intro title sponsor video			
3 - PR	Presenting Sponsor Recognition	Video - Faris Team	0:00:30	n/a	- Video Ad			
3a - PR	Host Intro Weber Foundation	Video - Host in studio	0:00:30	Layne				
3b - PR	Donor Video	Video - At Home (Kevin Haire)	0:01:30	Reinhart Weber & Fred Hacker	- Donor, support for our community			

4a - PR	Host	Video - Host in studio	0:01:00	Layne	- Sponsor recognition (slide) - Layne - Introduce headline act to kick things off! (Layne)	Sponsor Logo	1. Transition with Entertainment Sponsor logo	
4b - PR	Entertainment (set #1)	Video - Home Studio (Chantal)	0:04:00	Chantal Kreviazuk	- 1 song - Why tonight is important - Back to Layne		1. Transition with Entertainment Sponsor logo	
5a - PR	Layne Introduces Nicole	Video - Host in studio	0:00:30	Layne	- Thank you Chantal & introduce Nicole			
5b - PR	Executive Director Chat (want this to look like a conversation between Layne & Nicole)	Videos: Host in studio, plus video of Nicole at home (Kevin Haire) & voice-over slides	0:02:30	Nicole	- Welcome, thank you - Toast to everyone - Why we are here tonight - How people can help (impact of different gift levels) - Intro patient story- MAKES CALL TO ACTION	Videos side by side (sponsor logo)	1. Transition to Nicole video (side by side as Layne finishes speaking, and as Nicole starts - overlap)	1. Images for impact part
6 - PR	Patient Story #1 - Diane Labatt	Video - Flypress	0:02:00	Diane Labatt				
7a - Live	Fund-a-Need Segment #1	LIVE - Host in Studio & Fundraising Totalizer / Leaderboard	0:03:00	Layne	- Why we're here (raise funds) - Read gifts as they come in - Reminder about online auction		1. Live leaderboard	
7b - PR	Host	Video - Host in studio + Slide with donor logos	0:01:30	Layne	- Sponsor recognition (read names) - introduce Sara & Andrea			
8 - PR	Pops / Gala Chair Message / Interview (a conversation between Sara, Andrea & Layne)	Videos - At Home (Kevin Haire)	0:03:00	Sara then Andrea	- Why they are involved - Thanking committees & LAYNE - Thanking supporters & sponsors for adapting to new event this year - Intro next patient story- MAKE CALL TO ACTION	Videos side by side (sponsor logo)	1. Transition to Sara video (side by side as Layne finishes speaking) 2. Transition to Andrea video (side by side as Sara finishes speaking)	
9 - PR	Patient Story #2 - Jennifer Pauze	Video - At Home Kevin	0:02:00	Jennifer Pauze & Dr. Sacks	- Patient & Donor Message to inspire others			
10 - Live	Fund-a-Need Segment #2	LIVE - Host in Studio & Fundraising Totalizer / Leaderboard	0:04:00	Layne	- Announce a Major Gift; tally update & inspire giving - Read gifts as they come in - Reminder about online auction / leaderboard?		1. Live leaderboard	

					- introduce Chantal again			
11 - PR	Entertainment (set #2)	Video - Home Studio	0:08:00	Chantal Kreviazuk	- 2 songs - Congratulations, inspires & celebrates			
12a - PR	Thank you to Chantal	Video - Host in studio	0:00:30	Layne	- Thanks Chantal again - Encourages everyone to keep bidding			
12b - PR	Sponsor Recognition	Slide & voice-over	0:00:30	Layne	- Sponsor recognition (read names)			
12c - PR (option to do LIVE instead)	Thank you & Closing	Video - Host in studio	0:02:00	Layne	- Thank everyone for generosity - Reminder of impact to GBGH - Reminder about closing times of online auction/donations, continue to donate; regular website			
13	Closing Credits	Slides	0:02:00	n/a	- background music with Chantal's music - committee names, MTAV, etc - bloopers from filming		1. Incorporate bloopers from filming 2. Add background music	1. Background image 2. Scrolling list of names to thank

Auction Leaderboard on Screen

Close the Auction at 8:15PM

Actual Show 0:41:30
Pre-Show 0:12:30
Transitions 0:02:00
0:56:00

Marketing Plan - 6 Weeks Out

Virtual Event Marketing & Communications Plan

	T-6						
	05- Jul	06- Jul	07- Jul	08- Jul	09- Jul	10- Jul	11- Jul
Email Updates							
The Wave via Email - Featured Article							
General Updates (Event database)							
Event Guest Updates (registered)							
All Staff Email - GBGH							
Print / Mailed							
The Wave Newsletter Article (date, concept)							
Mailed Invitation to past guests							
News release							
Social Media							
Event Info & Registration Push							
Create event on Facebook							
Solicitation - sponsorships & auction items							
Sponsor Recognition							
Entertainment							
Auctionista							
Promo Video - Jarlettes							
Promo video - Splash							
Promo video - PKB							
Promo video - Layne							
Website							
Event list on GBGHF.ca with web link							
Givergy site build							
Other Media							
Radio							

Marketing Plan - 5 Weeks Out

		T-5						
		12- Jul	13- Jul	14- Jul	15- Jul	16- Jul	17- Jul	18- Jul
Email Updates								
The Wave via Email - Featured Article								
General Updates (Event database)								
Event Guest Updates (registered)								
All Staff Email - GBGH								
Print / Mailed								
The Wave Newsletter Article (date, concept)								
Mailed Invitation to past guests								
News release								
Social Media								
Event Info & Registration Push								
Create event on Facebook								
Solicitation - sponsorships & auction items								
Sponsor Recognition								
Entertainment								
Auctionista								
Promo Video - Jarlettes								
Promo video - Splash								
Promo video - PKB								
Promo video - Layne								
Website								
Event list on GBGHF.ca with web link								
Givergy site build								
Other Media								
Radio								

Marketing Plan - 4 Weeks Out

		T-4						
		19- Jul	20- Jul	21- Jul	22- Jul	23- Jul	24- Jul	25- Jul
Email Updates								
The Wave via Email - Featured Article								
General Updates (Event database)								
Event Guest Updates (registered)								
All Staff Email - GBGH								
Print / Mailed								
The Wave Newsletter Article (date, concept)								
Mailed Invitation to past guests								
News release								
Social Media								
Event Info & Registration Push								
Create event on Facebook								
Solicitation - sponsorships & auction items								
Sponsor Recognition								
Entertainment								
Auctionista								
Promo Video - Jarlettes								
Promo video - Splash								
Promo video - PKB								
Promo video - Layne								
Website								
Event list on GBGHF.ca with web link								
Givergy site build								
Other Media								
Radio							General Info	

Marketing Plan - 3 Weeks Out

Virtual Event Marketing & Communications Plan

	T-3					
	26- Jul	27- Jul	28- Jul	29- Jul	30- Jul	31- Jul 01-Aug
Email Updates						
The Wave via Email - Featured Article						
General Updates (Event database)						
Event Guest Updates (registered)						
All Staff Email - GBGH						
Print / Mailed						
The Wave Newsletter Article (date, concept)						
Mailed Invitation to past guests						
News release						
Social Media						
Event Info & Registration Push						
Create event on Facebook						
Solicitation - sponsorships & auction items						
Sponsor Recognition						
Entertainment						
Auctionista						
Promo Video - Jarlettes						
Promo video - Splash						
Promo video - PKB						
Promo video - Layne						
Website						
Event list on GBGHF.ca with web link						
Givergy site build						
Other Media						
Radio	General Info					

Marketing Plan - 2 Weeks Out

		T-2						
		02-Aug	03-Aug	04-Aug	05-Aug	06-Aug	07-Aug	08-Aug
Email Updates								
The Wave via Email - Featured Article						Auct		
General Updates (Event database)								
Event Guest Updates (registered)								Pre-A
All Staff Email - GBGH								
Print / Mailed								
The Wave Newsletter Article (date, concept)								
Mailed Invitation to past guests								
News release								
Social Media								
Event Info & Registration Push								
Create event on Facebook								
Solicitation - sponsorships & auction items								
Sponsor Recognition								
Entertainment								
Auctionista								
Promo Video - Jarlettes								
Promo video - Splash								
Promo video - PKB								
Promo video - Layne								
Website								
Event list on GBGHF.ca with web link								
Givergy site build								
Other Media								
Radio		Pre-Auction & Menus for Home Parties						

Marketing Plan - 1 Week Out

Virtual Event Marketing & Communications Plan

	T-1						
	09-Aug	10-Aug	11-Aug	12-Aug	13-Aug	14-Aug	15-Aug
Email Updates							
The Wave via Email - Featured Article							
General Updates (Event database)						Auct	
Event Guest Updates (registered)						Pre-A	
All Staff Email - GBGH							
Print / Mailed							
The Wave Newsletter Article (date, concept)							
Mailed Invitation to past guests							
News release							
Social Media							
Event Info & Registration Push							
Create event on Facebook							
Solicitation - sponsorships & auction items							
Sponsor Recognition							
Entertainment							
Auctionista							
Promo Video - Jarlettes							
Promo video - Splash							
Promo video - PKB							
Promo video - Layne							
Website							
Event list on GBGHF.ca with web link							
Givergy site build							
Other Media							
Radio							

Marketing Plan - Week Of Event

	Event Week!						22-Aug
	16-Aug	17-Aug	18-Aug	19-Aug	20-Aug	21-Aug	
Email Updates							E V E N T D A T E
The Wave via Email - Featured Article							
General Updates (Event database)							
Event Guest Updates (registered)	Pre-A						
All Staff Email - GBGH							
Print / Mailed							
The Wave Newsletter Article (date, concept)							
Mailed Invitation to past guests							
News release							
Social Media							
Event Info & Registration Push							
Create event on Facebook							
Solicitation - sponsorships & auction items							
Sponsor Recognition							
Entertainment							
Auctionista							
Promo Video - Jarlettes							
Promo video - Splash							
Promo video - PKB							
Promo video - Layne							
Website							
Event list on GBGHF.ca with web link							
Givergy site build							
Other Media							
Radio	Register today! Start bidding.						

Post event emails sent out to registrants on August 23 saying Thank You

KPI Report

Online Auction

- Total # of items: 74 auction (4 premium items), and 13 dinner auction packages
- Total fair market value (FMV): \$43,834 + \$4,650 = \$48,325
- Total of winning bid amounts: \$31,645 + \$3,270 = \$34,915
- **# of NO BID items: 0**
- Average # of bids per item: 678 Total bids, 85 bid items – **8 bids per item average**
- Top categories in descending order
 - FMV's for each category
 - Final winning bid total for each category

Category	FMV	Winning Bid Totals	% of FMV
Premium Packages	\$16,725.00	\$11,850.00	71%
Home & Cottage	\$6,970.00	\$5,205.00	75%
Golf	\$3,980.00	\$3,820.00	96%
Art	\$6,350.00	\$3,015.00	47%
Pre Gala Dinner	\$4,650.00	\$3,270.00	70%
Boutique/Clothing	\$3,140.00	\$3,075.00	98%
Entertainment	\$1,945.00	\$1,715.00	88%
Dining	\$820.00	\$795.00	97%
Auto	\$1,050.00	\$855.00	81%
Health & Beauty	\$745.00	\$465.00	62%
Business	\$1,950.00	\$850.00	44%
Total	\$48,325.00	\$34,915.00	72%

****ONLINE Auction: emerging standard on % of FMV raised online- 55%-70%**

Fund-A-Need

The goal was to secure 75% of the Fund A Need goal in advance. This was accomplished with a \$50,000 Matching Gift plus an assortment of gifts at various levels.

Prospects for pre-committed gifts were segmented as follows:

- Previous event sponsors
- Previous event sponsor prospects
- Previous event ticket/table purchasers
- Previous live auction item purchasers
- Previous event donors
- Previous event donor prospects
- Donors in the data base that may support this initiative (need to know your donors)
 - This could be donors at the \$500, \$1000, \$5000 + levels
- Current prospect list for major gifts

Gift chart of pre-event commitments:

Match

Gift Size	#
\$50,000	1
\$20,000	2
\$15,000	1
\$5,000	3
\$2,000	1
\$1,000	10
\$500	6
\$200	1

Gift chart of gifts made during the event:

Gift Size	#
\$20	1
\$25	2
\$30	1
\$50	4
\$55	1
\$100	17
\$150	4
\$200	9
\$250	12
\$300	3
\$500	11

\$750	1
\$1,000	14
\$1,500	1
\$2,000	1
\$2,100	1
\$2,500	3
\$5,000	3
\$10,000	1

Average gift size of gifts made during the event: \$741
62 are NEW Donors

Group Watch Parties

These 5 watch parties were hosted by Committee, Staff, Sponsor and Organization Champions with the intention of revenue generation for the Fund A Need.

Watch Party #1	Gift Size	#
	\$5,000	1
	\$1,000	1
	\$500	1
	\$150	1
Total Average Gift Size	\$1,663	

Watch Party #2	Gift Size	#
	\$1,000	1
	\$500	1
Total Average Gift Size	\$750	

Watch Party #3	Gift Size	#
	\$20,000	1
	\$5,000	1
	\$1,000	3
Total Average Gift Size	\$5,005	

Watch Party #4	Gift Size	#
	\$200	1
	\$250	3
Total Average Gift Size	\$238	

Watch Party #5	Gift Size	#
	\$1000	1
Total Average Gift Size	\$1000	

Viewership

- Total individual viewers on event night: 129
 - True number of individuals watching unknown as no data on how many watch parties were taking place
- Average gift per viewer:
 - $\$66,705 / 129 = \517
- Reported issues communicated with bidding/making a donation/using the fundraising platform in general?
 - None

Marketing & Communications

- Breakdown of social media hits
 - # of sponsor posts: 50
 - # of teaser/drip posts: 27
 - # of post-event posts: 6
- % lift in GBGH social following: $11/1635 = 0.67\%$ increase
- # of post interactions (Likes, Comments, Shares): 2,047

**“The Perfect Virtual Gala” Case Study:
Georgian Bay General Hospital Foundation’s
*Power of Giving Virtual Gala***

If you have any questions about the content of this case study or the learning event, please contact us!

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