



Tools and Strategies for Virtual & Hybrid Fundraising Events

Tuesday, January 26 | 2:00-3:00 p.m. EST



Learn to raise more online!

Qgiv is an online fundraising platform that makes it easy for nonprofits of all sizes to raise more money online.

We put special emphasis on building tools that make it easy for you to make your donors feel like superheroes. We've got solutions for every nonprofit, including year-round fundraising tools, text giving, peer-to-peer fundraising, and more.

Want to learn how to raise more money online? We'd love to show you!

Visit us at www.qgiv.com

We're recording this webinar! We'll send you a copy after the webinar is complete.

Feel free to ask questions! Use the chat box to the left to ask your questions: we'll answer them in a Q&A section at the end of the presentation

Share your highlights and takeaways with the **#qgivwebinar** hashtag, and make sure you follow **@Qgiv!**



How long will virtual events be the norm?

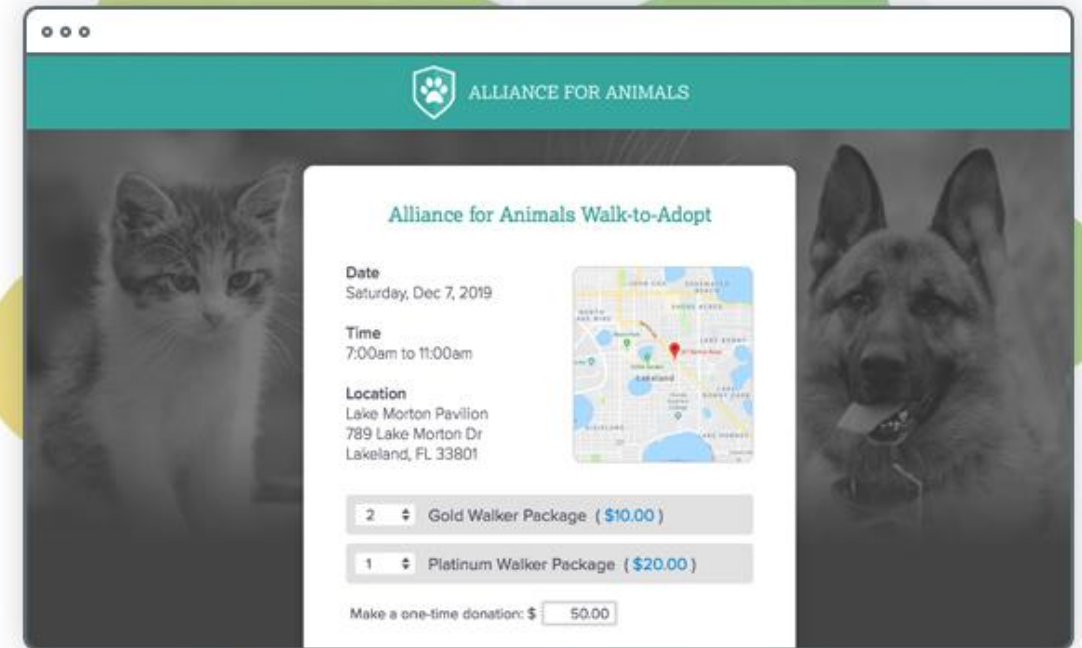
And what's the difference between a virtual event and a hybrid event?

Why should we focus on this?

Donors have proven that they're willing to participate in these events.

COVID-19 is still around, and nonprofits need to balance fundraising with staying safe and healthy

Virtual and hybrid events often have lower overhead and admin costs



Virtual Events vs. Hybrid Events

Both styles rely heavily on online activity and support

Virtual events take place entirely online

Hybrid events combine online and in-person elements



What we're going to cover today

We're going to look at how other organizations are successfully raising money with virtual or hybrid events. With each example, we'll have a takeaway you can apply to your own events and a tip for how to use Qgiv's tools to keep your supporters engaged and excited about your event.

We're going to take a look at:

- + "Simple" fundraising events;
- + Silent auction events; and
- + Peer-to-peer events



Up First: Basic Best Practices

You're gonna want to take these steps regardless of your audience or event type!

Tips & Strategies for General Events

If you are moving your donors away from an in-person event to a virtual event, send **personal communications** that:



Explain why you're making the change



Invite people to get involved



Reiterate how they'll make a difference

You Should Also:



Be **clear** about how participation will work and what people can expect

Communicate **regularly** on social channels and through emails

Be ready to **support participants** and troubleshoot issues



“Simple” Events

These are events that don't include peer-to-peer fundraising,
auction elements, or sales

Simple Event Ideas



+ Streaming speakers, performances, or activities



+ Telethon-style fundraisers



+ Safe in-person events (outdoor concerts or movie showings, art installations)



+ Supply or food drives



+ Online classes or experiences



+ Simple activity + fundraising challenges

Example: Streaming Activities

HEELS TO HEAL PRESENTS

DISNEY BINGO

THURSDAY | MAY 21

7:00 PM - GAME STARTS

YOU DON'T NEED A MAGIC LAMP OR FAIRY GODMOTHER TO JOIN US FOR A LIVELY EVENING OF DISNEY-THEMED BINGO & TRIVIA FROM THE MOST MAGICAL PLACE ON EARTH...YOUR HOME!

COSTUMES ARE OPTIONAL

GAMES START AT JUST \$15

REGISTER & SUPPORT HEELS TO HEAL AT [HEELSTOHEAL.ORG/VIRTUAL](https://heelstoheal.org/virtual)

Central Missouri Humane Society
22 October at 16:41 · 🌐

SATURDAY: Join us for our Whiskers & Wine online telethon! Tune in for adoption updates on some of your favorite alumni, hear from fosters, volunteers and other supporters and see our star of the show - Precious!

Tune in right here on Facebook or we'll have a link on our website. There's also still time to buy a raffle ticket. Have plans for Saturday already? You can always make your donation now! <https://cmhspets.org/whiskers-wine-gala/>

WHISKERS & WINE
there's no place like home

10/24/20

Central Missouri Humane Society
Charitable organisation

159 1 comment 64 shares

Like Comment Share

[Learn More](#)

Via Zoom

May 2nd, 2020

4:30-6pm

Backyard Burlesque For PFF

\$18 Entry Fee!

"Backyard Burlesque for PFF" dance class taught by Eli Medina!

Homemade cocktail class from "A Couple of Bartenders"

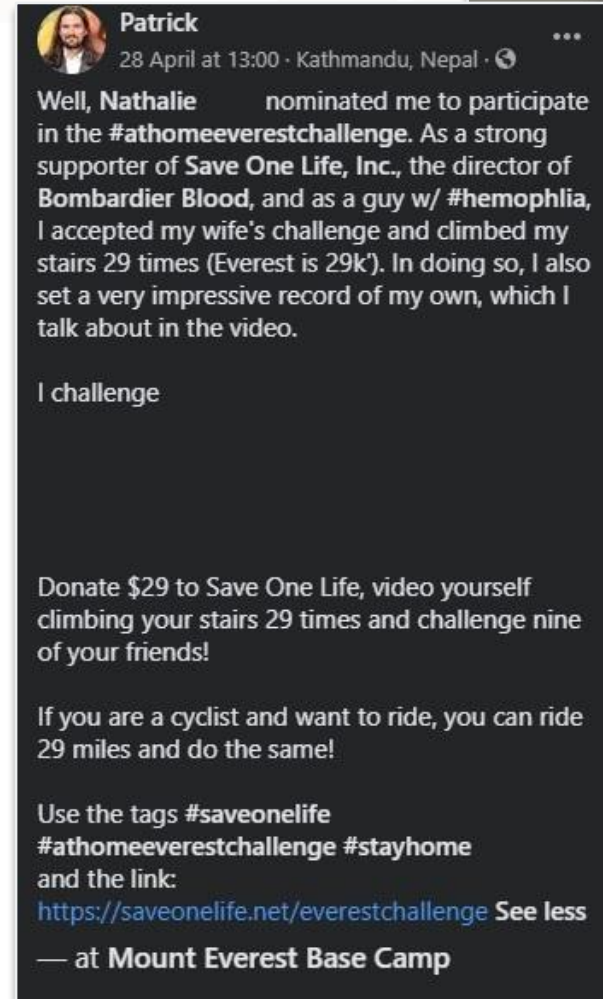
AND an Online Raffle!

Grab your spot at pearcefamilyfoundation.com/events

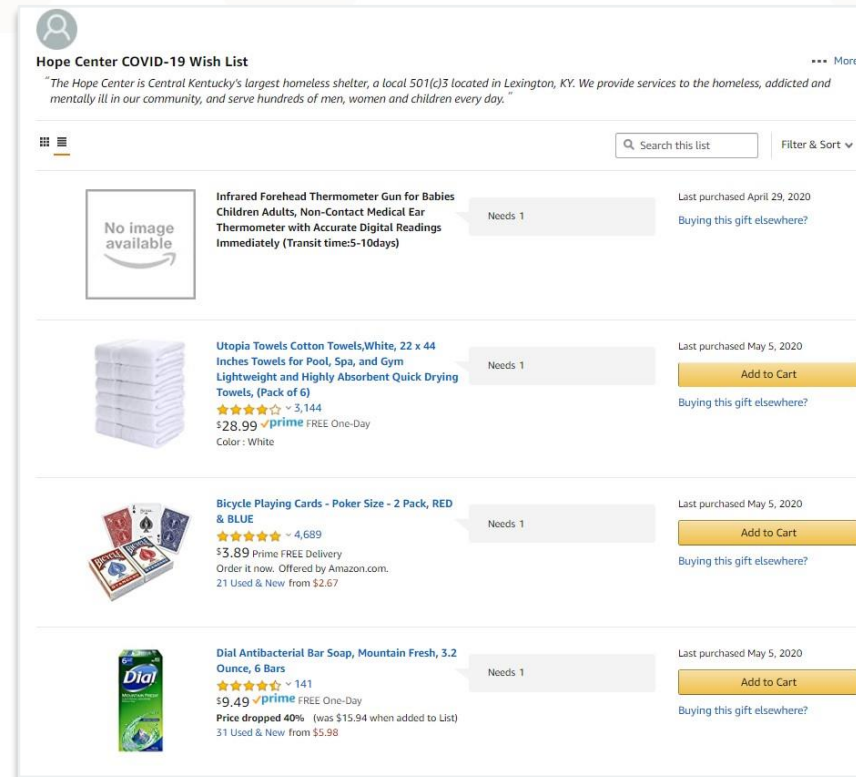
PFF
PEARCE FAMILY FOUNDATION

LIQUID CATERERS

Example: Challenge-Based



Example: Food & Supply Drives



Important Best Practices

- + We've said it before, and we'll say it again: **communication** is key to a successful event!
- + Spend some time on your **automated receipt!**
It's a valuable place to communicate participation details and other important information
- + Boost event participation by intentionally **recruiting people** you know will spread the word about your event, especially on social media!



Big Brothers Big Sisters of Southern Minnesota

13 March at 20:33 · 🌐

Tomorrow's Evening for Kids' Sake has been shifted to an online auction! It is with heavy hearts that we have decided to make this change to our biggest fundraiser in an attempt to protect the safety, health and wellbeing of our guests, staff, and community. We now have the capability to invite anyone who is interested in participating! Please spread the word and share this post with friends and family. We depend on this fundraiser to match local youth with positive role models that ignite, empower and defend their potential.

To participate and bid on the wonderful silent and live auction items, you will need to register by clicking on this link

<https://secure.qgiv.com/event/bbbssmn/> and follow the instructions in the email you will receive to download the app. The silent auction will be open March 14 from 5:00pm-7:00pm. The live auction will be open from 7:00pm-8:30pm.

Follow the link below to preview auction items.

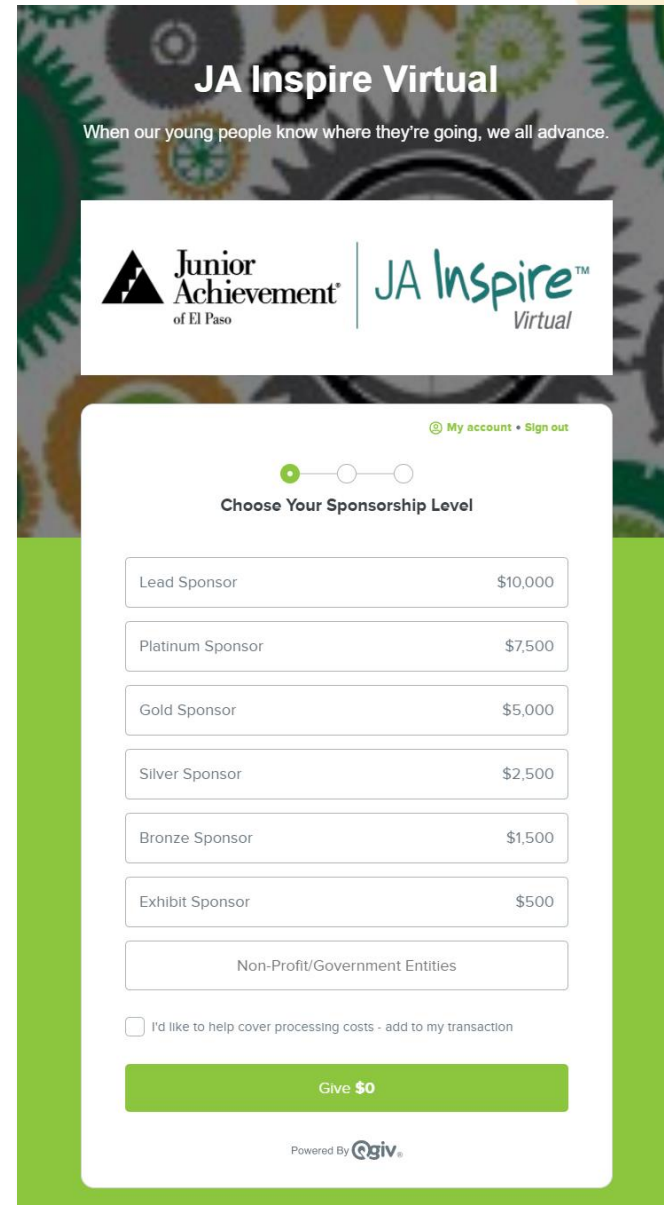
<http://www.bbbsofsouthernmn.org/.../Silent-Auction-powerpoint...>

Have fun bidding from the safety and comfort of your home! Your support is greatly appreciated.

Together, we are defenders of potential.

Qgiv Tools & Tips

- + Use our **simple events system** to register your participants—it's available to all Qgiv users. Build packages, set up private packages, and add promo codes.
- + Update your receipt! Use the **conditional content feature** to include specifics about your participants' registration details.
- + Use the **reporting system** to pull a list of your registrants from the Qgiv system so you can send them important updates, Zoom links, and anything else you need them to know.



The screenshot shows a donation form for 'JA Inspire Virtual'. At the top, it says 'JA Inspire Virtual' and 'When our young people know where they're going, we all advance.' Below this are the logos for 'Junior Achievement of El Paso' and 'JA Inspire Virtual'. There are links for 'My account' and 'Sign out'. A progress bar shows the first step is complete. The main heading is 'Choose Your Sponsorship Level'. The form lists several sponsorship levels with their corresponding amounts: Lead Sponsor (\$10,000), Platinum Sponsor (\$7,500), Gold Sponsor (\$5,000), Silver Sponsor (\$2,500), Bronze Sponsor (\$1,500), Exhibit Sponsor (\$500), and Non-Profit/Government Entities. There is a checkbox for 'I'd like to help cover processing costs - add to my transaction'. At the bottom is a green button labeled 'Give \$0' and a note 'Powered By Qgiv'.

Sponsorship Level	Amount
Lead Sponsor	\$10,000
Platinum Sponsor	\$7,500
Gold Sponsor	\$5,000
Silver Sponsor	\$2,500
Bronze Sponsor	\$1,500
Exhibit Sponsor	\$500
Non-Profit/Government Entities	



Silent Auction Events

Clustering around bid sheets isn't a great way to keep your distance. Luckily, virtual silent auctions are easier than ever.

Make Your Silent Auction Memorable



- + Use streaming video to provide entertainment during your event



- + Highlight big-ticket items or unique packages on your social media channels



- + Include participation information on the registration page and receipt



- + Do an online raffle! Let participants buy raffle tickets, then stream the drawing



- + Let your participants look over your auction items a day or two ahead of time



- + Include some fund-a-need items in your event so non-bidders can support you, too

Virtual Silent Auction Examples



**FUND-A-NEED
VIRTUAL AUCTION
NEW TFR MERCH**

SUMMER KICKOFF CAMPAIGN
June 8, 2020 12:00am - June 18, 2020 11:59pm

The Family Restored's Impact

Over \$560,000 in scholarship funds have been awarded to 450 individuals since 2014.

8 Family Support Groups serve 125+ Family Members weekly in Maine, Massachusetts, New Hampshire and Vermont.

84 Inmates have attended our 12-Step workshop in the Cumberland County Jail.

Oak House, an 8 bed women's sober living facility in Portland, Maine opened in October 2018.

Summer Kickoff Campaign

Thank you for being a part of The Family Restored Community!

Although we won't be gathering in-person, you still have the opportunity to impact the lives of many individuals in need of treatment and support. Please help us to fulfill our mission to strengthen and support families affected by addiction. Every little bit helps!

Double your donation! The Family Restored has secured pledges from several sponsors willing to match over \$21,500 in donations. Fund-A-Need has become a very popular part of our annual Silent Auction. Your donation will help provide a life-saving treatment opportunity through our scholarship program. Donations can be made during registration, through the phone app or by simply clicking the "Donate Now" button on this page!

Auction items are open for bidding! In order to bid you must 1. Register (it's free!) and 2. Download the Givi App on your phone.


\$26,270.75
achieved

\$21,500.00
goal

122%
of your goal reached

[Donate Now](#)

[Register For This Event](#)



SEATTLE SHAKESPEARE

Bill's Bash

Welcome to Bill's Bash Live!
Seattle's liveliest gala, now in your own home.

Thank you to everyone who was part of Bill's Bash Live! The thermometer will be updated soon, but we far exceeded our goal. You gave over \$320,000 to keep Shakespeare strong in Seattle!

If you have any questions, please email our development director, Heidi McElrath, at heidim@seattleshakespeare.org.

\$230,831.48
achieved

\$250,000.00
goal

92%
of your goal reached

[Donate Now](#)

[Host a Mini-Bash](#)

Welcome to Bill's Bash!

[View All](#)

Bill's Bash Leaderboard

[Individuals](#)

Seattle Shakespeare is a professional, classical, year-round theatre company that reaches across barriers of income, geography, and education to bring classical theatre to life for everyone in Washington State.

Bill's Bash is Seattle Shakespeare Company's annual fundraiser, happening online for the very first time! Together, we'll keep these classic works alive in schools, communities, and on stage, for today and for the future.

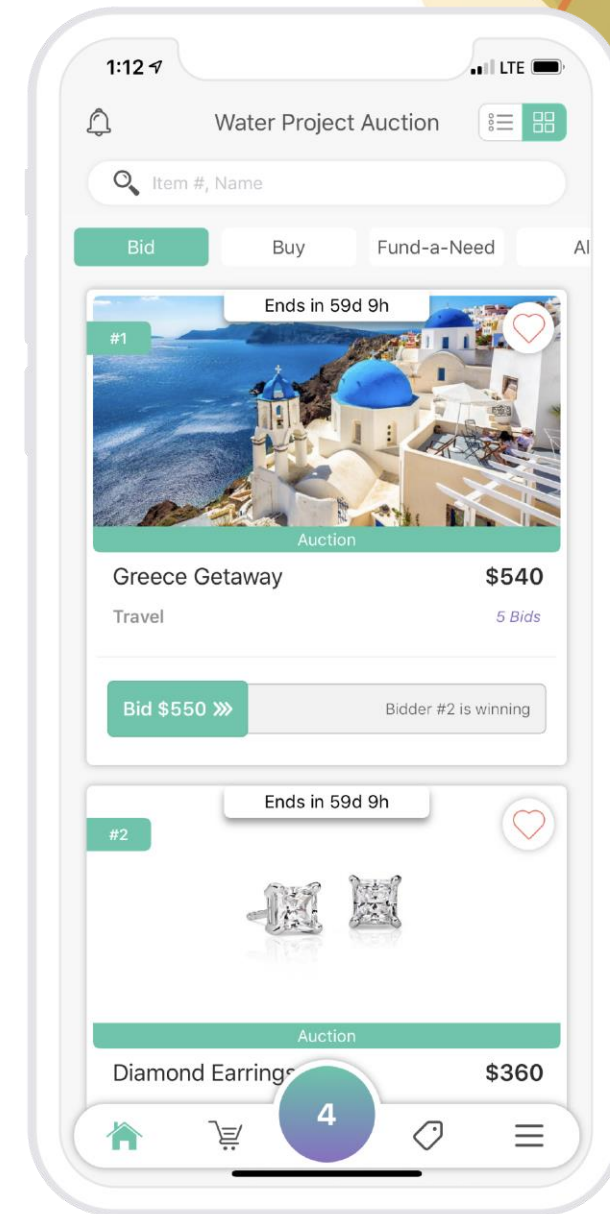
Important Best Practices

- + Can you guess my first bullet point? You probably can! It's **communication!**
- + Early on, **establish a point person** at your organization who will handle questions and help people participate.
- + Make your **fund-a-need items memorable**. Get creative so they're appealing to donors!
- + **Try a raffle!** Regular raffles, wall-of-wine raffles, 50/50 raffles, and other versions are fun for everyone, even if they can't bid on big items.



Qgiv Tools & Tips

- + Start early! You need at least **30 days of lead time** for auctions, especially if you need training.
- + Enable **push notifications**. Letting donors know when they're out-bid is an important way to encourage more bids and raise more money.
- + If you have tons of items, **separate items into groups**. Then, schedule each group of items to go up at different times so items don't get lost in the shuffle. (Ex: first 50 items are open from 6:00-8:00 p.m., the next from 8:00-10:00 p.m., etc.)
- + Take advantage of our **training and support!**



Shh, It's a Secret!

Qgiv's auction platform is currently app-based, but we're testing our brand-new

Web-Based Auction Feature

which will make it easy for people to participate on their computers at home. Keep an eye on your inbox for details about that product launch coming *very* soon!





Peer-to-Peer Events

We wish we could show you every amazing peer-to-peer event our clients have put together. Seriously.

Peer-to-Peer Event Ideas



- + Virtual walks, runs, bike rides, or other fun activities



- + Contests or challenges! Ex: people post their pets, others “vote” for a pet at \$1/vote



- + Personal fundraising pages for your board members



- + National or community giving days! Think Giving Tuesday or Colorado Gives



- + “Luncheons” or other table-based events—raise money instead of selling tickets



- + Get creative! What makes your nonprofit unique?

Virtual Peer-to-Peer Examples



Thank you to our wonderful sponsors!



Join us!

A Community Day of Togetherness!

You, your family, co-workers, and friends are invited to attend Sweet Bites & Bikes on Saturday, September 5, 2020, taking strides for our neighbors in need. The Sharing Center encourages you to get creative in ways to practice virtual togetherness.

Sweet Bites & Bikes is a virtually converted event from our annual fundraiser, Sweet Charity to help raise the necessary funds to continue preventing hunger and homelessness. Participants are invited to pledge to bike 34 miles or run/walk 3.4 miles in recognition of the 34 years The Sharing Center has supported our neighbors in need. Funds raised during this event will help provide urgently



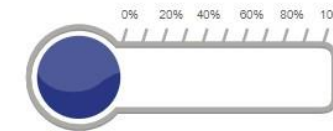
Donate Now!



Minds Matter Seattle needs your help!

Minds Matter Seattle is 100% volunteer-run. Virtually all of our donated funds go directly towards supporting our students. Your donation today will give an accomplished student the opportunity to study at a prestigious university this summer or pay for college application fees. This season, we need your help to give our students opportunities to achieve their dreams!

Minds Matter Seattle's Giving Tuesday Fundraising Goal



\$0.00
achieved

\$10,000.00
goal

0%
of your goal reached

Donate Now!

Our Mission

Minds Matter connects driven and determined students from low-income families with the people, preparation and possibilities to succeed in college, create their future and change the world. Click here to learn more about our mission or get involved.

Ready to change a student's life today?

Donate Now

Want to set your own fundraising goal?

Sign Up Now

Thank You to Our Sponsors!
Platinum Sponsors - \$5,000 Donated

Qgiv Tools & Tips

- + Give your participants the tools they need! Add fundraising tips, logos, and other tools to the **Resources section** of their dashboards.
- + Set up some **fundraising badges**. Our data shows that badges help inspire people to participate.
- + Use our **email campaigns tool** to connect with different segments of supporters. Nudge those who aren't active, encourage those who are close, and congratulate those who are killing the game.
- + Add **email and social post templates** to your participants' dashboards. Fundraising is hard—help them out!

The screenshot shows a fundraising page for the "#BeaHeroChallenge for Pediatric Brain Injury Survivors" under the "Holton's Heroes Virtual Summer Event". The page features a header with navigation links: Home, Event Info, Register Here, Fundraising Tips, Sponsors, and Donate. The main banner displays two cartoon elephants in superhero costumes with the text "#BEAHEROCHALLENGE" and "-POSE LIKE A HERO-". Below the banner, there is a "TOTAL EVENT TALLY" section showing a progress bar at 52% completion, with \$26,481.71 raised out of a \$50,000.00 goal. A "Donate Now" button is present. The page also includes a video player showing a man posing like a superhero, and a section for "Philadelphia Eagles Cheerleader Gabby Is a Frontline Hero!". At the bottom, there is a "SIGN UP HERE" button for a free limited-print t-shirt.



While You're Planning, Remember:

Your supporters love you and want to support you. People are used to virtual campaigns by now! You can do this.

Today's Big Takeaways



- + Simple events are a great way to connect with your supporters without doing a ton of planning



- + Every Qgiv user has access to the simple events system!

- + Virtual silent auctions can be a very successful event style.

- + Tons of peer-to-peer events translate well to virtual formats.



- + Good communication is your #1 virtual fundraising asset.

- + Your supporters want to help! Tell what you need and show them how to get involved.

Want to talk to us about using Qgiv? Email contactus@qgiv.com

Are you a Qgiv customer? Email support@qgiv.com

Have questions about best practices? Check out qgiv.com/blog!



Questions?
