



# How to Inspire Strong Giving Through a Virtual Event

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Presented By: Laura Kruisenga, Kennari Consulting  
Wednesday, February 24, 2021 | 2:00 – 3:00 p.m.





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Smart and Strategic  
Approaches to Philanthropy

# Today's Speaker



## Laura Kruisenga | Chief Operating Officer of Kennari Consulting

Laura works with clients to build their annual fundraising programs with a particular focus on events, communications, and staffing. She is regularly featured as a presenter at local workshops and seminars on fundraising. Laura graduated from Adrian College with a degree in business administration and has over 20 years of fund development experience and is certified in the use of several databases, including Raiser's Edge and Giftworks.

# How to Inspire Strong Giving Through a Virtual Event

- ▶ Laura Kruisenga,  
COO with Kennari Consulting
- ▶ Services in Campaign consulting, Grant writing, Project/Program Development, and Annual Giving consulting
- ▶ Instructor in Fundkit – online learning platform for fundraising professionals



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# Introduction

- ▶ Defining “Virtual Events”
- ▶ Encouraging Strong Giving in your Virtual Event
- ▶ Connect attendees to the mission in a variety of ways



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# Question

*Answer in the “Chat” box!*

How many virtual events have you completed at this point?



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# It's still a fundraiser...

- ▶ Focus messaging on opportunity to support financially
- ▶ Highlight impact of dollars



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# Reach out to donors

- ▶ Plan ahead
- ▶ Personally call/reach out
- ▶ Secure a match gift



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# Question

*Answer in the “Chat” box!*

How do your donors generally give at your event?



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# Mail a letter/invitation to previous year donors

- ▶ Include a specific ask to participate in the event and to renew their support.
- ▶ Send a remittance envelope
- ▶ Encourage giving before the event to help us “start strong”



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# Communicate

- ▶ Keep messages simple and short
- ▶ Establish priorities; sponsors should be first
- ▶ Share clear information about how to access your event
- ▶ Participants should receive multiple teaser emails – set the schedule now!
  - 2-6 months ahead – send emails once a month
  - 1 month ahead – send 1-2 emails per week
  - Reminder day before, and 1 hour before



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# Question

*Answer in the “Chat” box!*

Will your virtual event have a live element or only pre-recorded content?



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# Active participation is key

- ▶ Engaged participants are much more likely to give
- ▶ Use the comment/chat area
- ▶ Consider a “to go box” of materials



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# Make the ask – regularly!

- ▶ Ask regularly **throughout** the event
- ▶ Make it very clear/obvious how people can give
- ▶ Highlight the different methods verbally, on screen, and put a link in the chat!
- ▶ Consider utilizing a text to give option – and test it ahead
- ▶ Make sure your website donation form is easy and working
- ▶ Update all emails/auto receipts



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# Thank you plan

- ▶ Prepare your plan now
- ▶ Do something different!
- ▶ Schedule time AHEAD on calendars for phone calls



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# Thank You!

Laura Kruisenga

[laura@kennariconsulting.com](mailto:laura@kennariconsulting.com)

[www.kennariconsulting.com](http://www.kennariconsulting.com)

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# Questions?

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This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.



# Thank you for joining!

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For more information on Qgiv's fundraising platform, contact:

[contactus@qgiv.com](mailto:contactus@qgiv.com) | 888-855-9595

For more information on Kennari Consulting, contact:

[info@kennariconsulting.com](mailto:info@kennariconsulting.com) | 616-425-5121