Strategic events are critical to nonprofit organizations sharing their vision, thanking donors, and inspiring continued philanthropic support. As budgets contract and travel is not advised, virtual events provide a way to engage a broader audience and expand your organization's reach beyond a location, region, and specific gathering.

**PLAN YOUR EVENT STRATEGICALLY**

**TARGET AUDIENCE**
For whom are you planning?

**EXPECTATIONS**
What does your audience expect?

**OBJECTIVES**
What goals are you trying to reach?

Create engaging content to make it an experience—rather than just another online meeting.

**CHOOSE YOUR VIRTUAL EVENT EXPERIENCE**

**PRESENTATION**
(Campaign Launch)
Elaborate and intensive production
All elements pre-recorded
Premiered at a "launch time"
Interactive elements before or after
Shared on-demand afterward

**CONFERENCE**
(Donor Stewardship Event or Annual Gala)
Moderate to intensive production
Live or pre-recorded speakers
Breakout rooms for interaction
Live Q&A
Online auction

**WEBINAR**
(Scholarship Dinner or Regional Event)
Moderate production
One or more speakers live at a time
Online presentation
Live Q&A
Shared on-demand afterward

Incorporate a sense of excitement and energy that remains long after the event itself is over.

**Set yourself up for success by following this guide and contact us for support.**
VIRTUAL EVENTS
FOR DONOR ENGAGEMENT

Turn your annual gala, scholarship dinner, or major campaign event into a virtual experience!

PRODUCE YOUR STRATEGIC VIRTUAL EVENT EXPERIENCE

1. DEVELOP YOUR EXPERIENCE

TAILOR MESSAGING
Map your content to engage your audience and move them to action.

DESIGN AN EXPERIENCE
Carry a visual story through each audience interaction point: website, event, email, etc.

SUPPORT SEAMLESS DELIVERY
Organize necessary technology. Plan webcast, software, and equipment testing. Coordinate transitions.

2. CREATE AND BUILD YOUR EVENT EXPERIENCE

IDENTIFY APPROPRIATE SPEAKERS

PRODUCE ENGAGING CONTENT
Tell your compelling story, and take the audience on a seamless emotional journey to greater engagement and a deeper commitment to your institution.

PROMOTE YOUR VIRTUAL EVENT

3. FOLLOW UP WITH ATTENDEES

SEND THANK YOU NOTES afterward.

CREATE A HIGHLIGHT REEL from the experience, and/or the making of the virtual setup.

GATHER DATA from the virtual event platform and SHARE WITH FRONTLINE GIFT OFFICERS so they can effectively follow up with potential donors.

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