

VIRTUAL EVENTS

FOR DONOR ENGAGEMENT

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

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.

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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



PROMOTE YOUR VIRTUAL EVENT

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

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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