



Tools and Ideas for End-of-Year Virtual & Hybrid Fundraising Events

Tuesday, November 16 | 2:00-2:45 p.m. EST

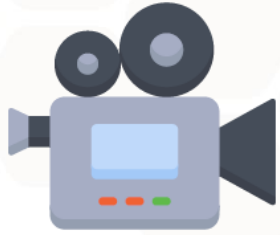


Learn to raise more online

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.



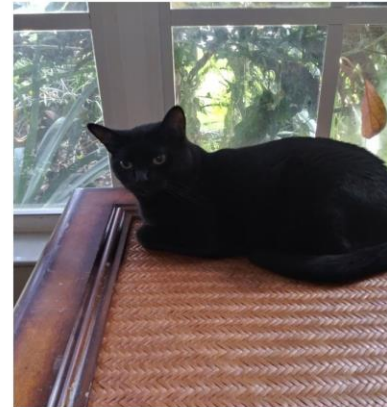
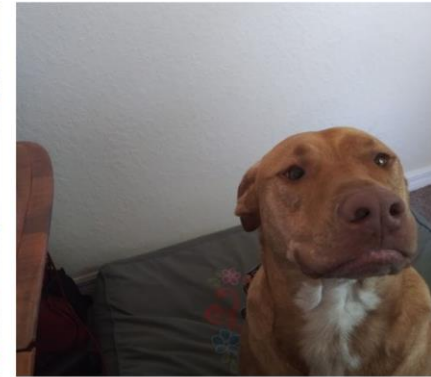
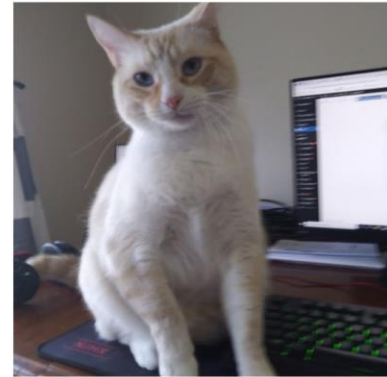
Feel free to ask questions! Use the chat box for general discussion and the Q&A option below to ask your questions: we'll answer them in a Q&A section at the end of the presentation.



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

Who's Talking Today?

- + With Qgiv for three years
- + Digital marketing and optimizing the user journey are my areas of expertise
- + I enjoy volunteering
- + I have 5 animals: 3 dogs and 2 cats





Are virtual events still the norm?

Virtual, in-person, hybrid – oh my!

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

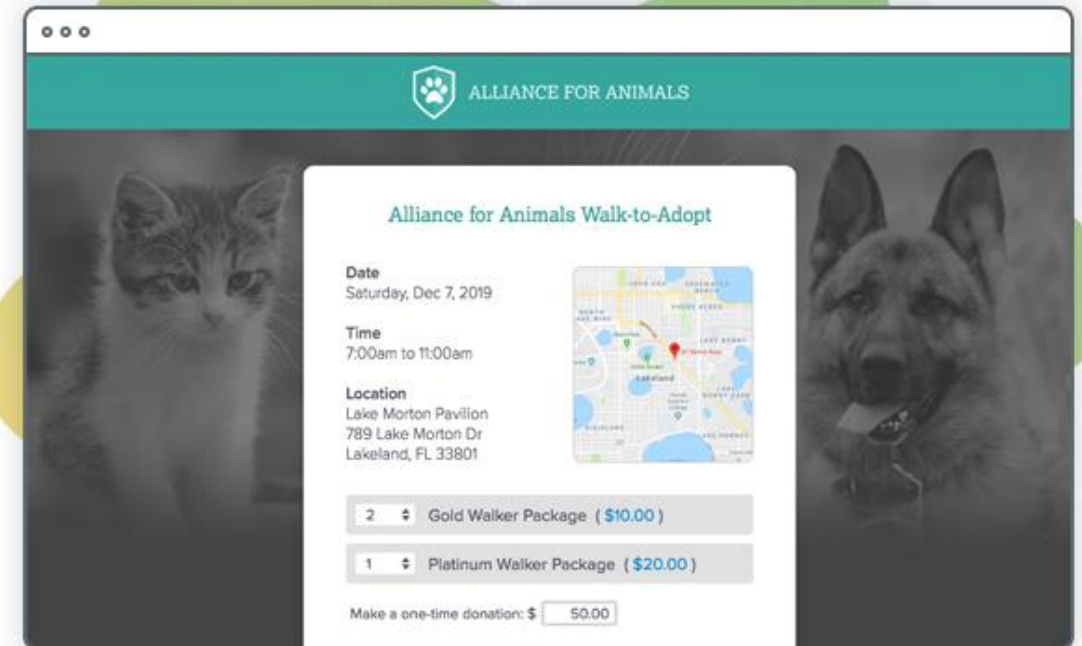


Why should we include virtual?

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

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

A virtual component helps extend your reach.



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:

- + Standard fundraising events
- + Peer-to-peer events
- + Silent auction events



Up First: Basic Best Practices

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

Tips & Strategies for General Events

Communicate! Send **personal communications** to supporters that:



Explains how supporters can participate



Invite supporters to get involved



Reiterate how they'll make a difference

You Should Also:



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

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

Be ready to **help supporters** and troubleshoot issues



Standard Events

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

Standard Event Ideas



+ Stream a holiday themed movie with purchasable snacks



+ Telethon-style fundraisers



+ Holiday gifts
+ Holiday letters/greeting cards



+ Supply or food drives

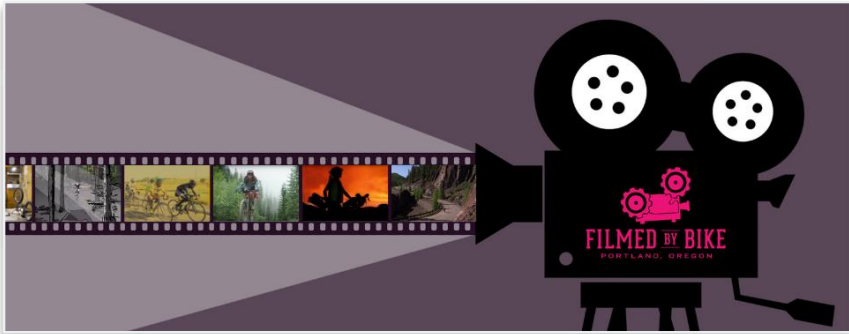


+ Experiences or classes



+ Simple activity + fundraising challenges

Example: Virtual Activities



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

Learn More

👍❤️👤 159 1 comment 64 shares


👍 Like 💬 Comment ➦ Share



Example: Holiday Theme

Who We Are What We Do Where We Serve How To Volunteer News & Events How To Give [Get Involved](#)

CareerBridge Academy Presents





Heart2Heart Greeting Cards

About
Heart2Heart's business plan sets aside a portion of the proceeds to send greeting cards to sick and shut in citizens, patients and health care facilities. Our goal is to spread love, inspiration, encouragement and a smile. Each card has a special quote chosen by students on one side and the other side is blank to add your personal expressions.

Your support will allow Heart2Heart to keep sharing the good cheer. Order your cards today from Heart2Heart.

Greeting Card Set Choices:

It's a New Day (5 designs)
Set of 5 different cards



Letter From Santa

About

We have all had to try to adjust this past year. We are all trying to get used to our new normal. Let's try to focus on a little joy this holiday season. Imagine the smile you will create if you have Santa send the little ones in your life a personalized letter!



Cut off date for letter requests is Dec 03, 2021, in hopes that the letters will be received by December 25th. We can not in any way guarantee that the letters will be delivered by that time. The letters will be delivered through the US Postal Service and we have no control over their processing times.





Example: Food and Supply Drives



Hope Center COVID-19 Wish List More

"The Hope Center is Central Kentucky's largest homeless shelter, a local 501(c)3 located in Lexington, KY. We provide services to the homeless, addicted and mentally ill in our community, and serve hundreds of men, women and children every day."

Search this list Filter & Sort

-  **Infrared Forehead Thermometer Gun for Babies Children Adults, Non-Contact Medical Ear Thermometer with Accurate Digital Readings Immediately (Transit time:5-10days)** Needs 1 Last purchased April 29, 2020 Buying this gift elsewhere?
-  **Utopia Towels Cotton Towels, White, 22 x 44 Inches Towels for Pool, Spa, and Gym Lightweight and Highly Absorbent Quick Drying Towels, (Pack of 6)** Needs 1 Last purchased May 5, 2020 Add to Cart Buying this gift elsewhere?
-  **Bicycle Playing Cards - Poker Size - 2 Pack, RED & BLUE** Needs 1 Last purchased May 5, 2020 Add to Cart Buying this gift elsewhere?
-  **Dial Antibacterial Bar Soap, Mountain Fresh, 3.2 Ounce, 6 Bars** Needs 1 Last purchased May 5, 2020 Add to Cart Buying this gift elsewhere?

Hope Center
22 May at 13:37

Underwear is the most under-donated, yet most needed, clothing item. We agree that everyone should experience the comfort and good hygiene that comes with wearing new, clean underwear. Our Emergency Shelter and Women's Center clients are in need of all sizes of NEW men's and women's underwear and bras. To drop off a donation, call when you arrive and someone will retrieve the donation from your car. You can also shop and ship from our Amazon Wishlist: <https://amzn.to/2zoCsAx>.... See more

UNDIES FOR EVERYONE



We need all sizes of NEW men's underwear and women's underwear & bras

HOPE CENTER

Drop off locations:
Emergency Shelter - 360 W Loudon Avenue, 859-252-7881
Women's Center - 1524 Versailles Road, 859-252-2002

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.

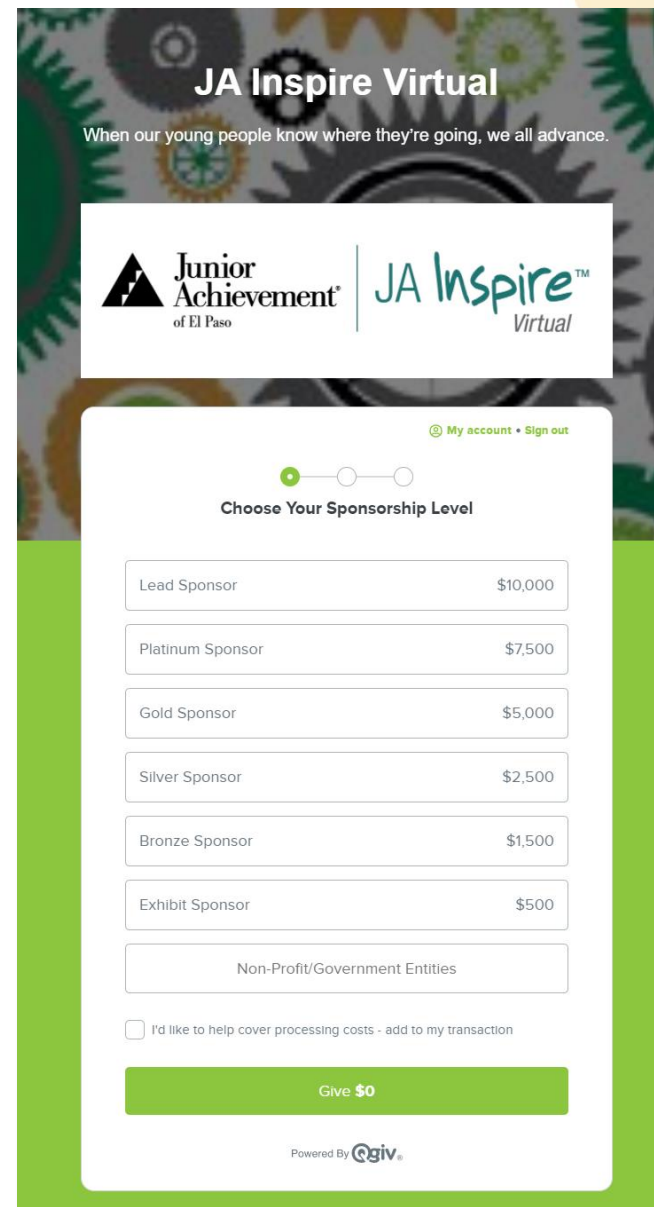
<http://www.bbbsouthernmn.org/.../Silent-Auction-powerpoint...>

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 **event registration 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.





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



+ Personal fundraising pages for boards members, leadership team, etc.



+ Walks, runs, bike rides, or other fun activities



+ Contests or challenges!



+ DIY Fundraising



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



+ Get creative! What makes your nonprofit unique?

Peer-to-Peer Examples



Habitat for Humanity 2020 Gingerbread Home Build
December 2, 2020 - December 15, 2020

<p>Caliber Home Loans</p> <p>Vote for this Gingerbread Home</p>	<p>ANB Bank</p> <p>Vote for this Gingerbread Home</p>	<p>Mountain Country</p> <p>Vote for this Gingerbread Home</p>	<p>Bank of Colorado</p> <p>Vote for this Gingerbread Home</p>
<p>Colorado Computer Support</p>	<p>Delta Airlines</p>	<p>Elevation Endodontics</p>	<p>Forbush Legal, PLLC</p>

Event Home | Teams + Runners | Register for Santa Dash | Sponsor or Donate | Boots & Bling Holiday Party | FAQs | B.I.G. Love Cancer Care

B.I.G. Love
BIGLOVECANCERCARE.ORG

SANTA DASH

run for a good claus!

SATURDAY, DECEMBER 11, 2021

TOWN GREEN PARK, THE WOODLANDS & VIRTUAL!

Share on Facebook | Share on Twitter

Santa Dash Fun Run

Since 2008, B.I.G. Love's largest annual fundraiser has been our Fun Run/Walk that supports over 100,000 cancer kids and their families across the state of Texas. This year, we are changing venues... we are excited to host our 14th Annual Fun Run in THE WOODLANDS at Town Green Park. Can't make it to The Woodlands? That's ok! Join us VIRTUALLY!



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!

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

Minds Matter Seattle's Giving Tuesday Fundraising Goal

0% 20% 40% 60% 80% 100%

\$0.00 achieved | **\$10,000.00** goal | **0%** of your goal reached

Donate Now!

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. At the top, there's a navigation bar with links for Home, Event Info, Register Here, Fundraising Tips, Sponsors, and Donate. The main header features the hashtag #BEAHEROCHALLENGE and the slogan '-POSE LIKE A HERO-' with two cartoon superhero characters. Below this, the event title is 'Holton's Heroes Virtual Summer Event' and the specific challenge is '#BeaHeroChallenge for Pediatric Brain Injury Survivors'. A progress bar shows that \$26,481.71 has been raised out of a \$50,000 goal, representing 52% of the goal. A 'Donate Now' button is prominently displayed. The page also includes a video player showing a man posing as a superhero, social media sharing icons, and a 'SIGN UP HERE' button at the bottom.

Home Event Info Register Here Fundraising Tips Sponsors Donate

#BEAHEROCHALLENGE

—POSE LIKE A HERO—

HOLTON'S HEROES

Holton's Heroes Virtual Summer Event

#BeaHeroChallenge for Pediatric Brain Injury Survivors

As the world tries to recuperate from these unprecedented times, Holton's Heroes continues our mission to inspire awareness and acceptance for children recovering from brain injuries through our reimaged summer event — the Holton's Heroes #BeaHeroChallenge!

The concept is simple. Leading up to and on **Saturday August 5th** post a photo or video on the social media platform of your choice in a "hero pose" to celebrate brain injury survivors everywhere. Go at it alone or pose with your crew—just make sure to have fun, be creative, and show the world your best hero pose in a safe manner.

Register here and get one of our limited-print #BeaHeroChallenge t-shirts mailed to you so you can wear it in your photo. Don't forget to tag your post #BeaHeroChallenge and we'll share on our page!

Registering for the event secures each registrant one (1) limited-print Holton's Heroes #BeaHeroChallenge t-shirt. If you simply want to help us reach our \$50,000 goal, please donate to the event by tapping the **donate** button. And if you want to become a legitimate superhero, share your personalized individual page to start fundraising and win some cool prizes!

All donations raised for the #BeaHeroChallenge support the community at large by connecting children who have suffered a life-threatening, post-birth brain injury with therapeutic tools, rehabilitative devices, enriching activities and resources for them and their loved ones.

*T-shirts will be mailed out in mid-June. Consider saving this URL as a bookmark so you can easily navigate back here when needed.

TOTAL EVENT TALLY

100%
80%
60%
40%
20%
0%

\$26,481.71
achieved

\$50,000.00
goal

52%
of your goal reached

Donate Now

Philadelphia Eagles Cheerleader Gabby Is a Frontline Hero!

Register to receive a free limited-print #BeaHeroChallenge tee

SIGN UP HERE



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

Silent Auction Examples

Virtual



Hybrid



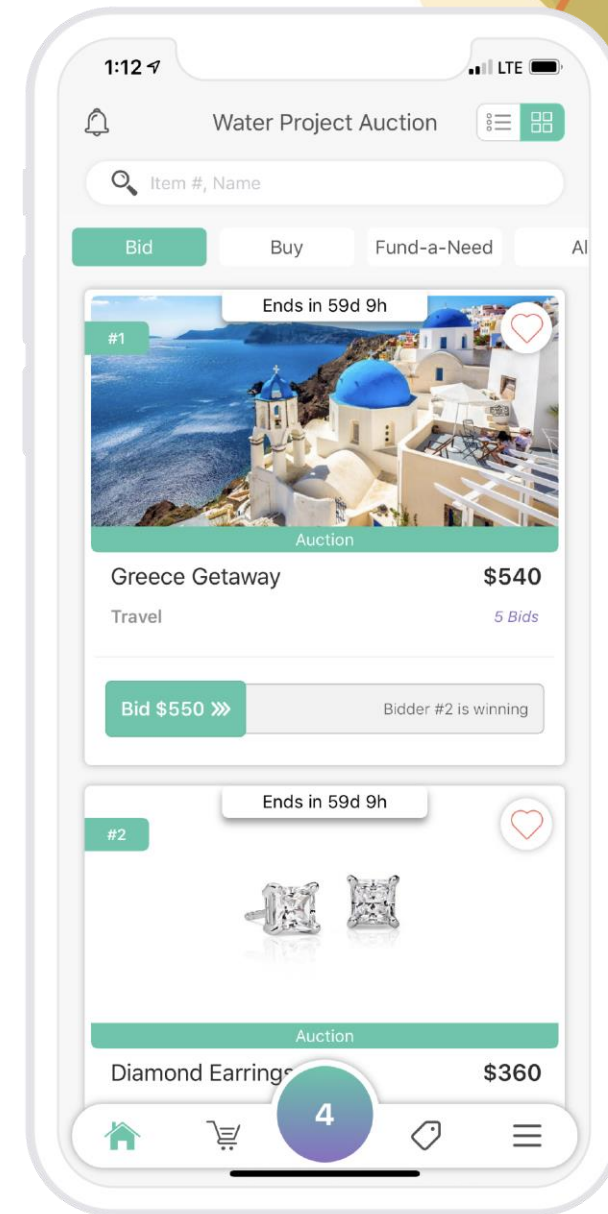
Important Best Practices

- + 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!**





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



- + Standard events are a great way to connect with your supporters without doing a ton of planning
- + Every Qgiv user has access to the event registration system!
- + Include a virtual component into your silent auctions.
- + Tons of peer-to-peer events can easily include virtual components.
- + Good communication is your #1 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?
