



Fundraising & Hybrid Events

Transforming Your In-Person Event into a Hybrid Event

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2021 Nonprofit Update

Pros of In-Person Events

- In-person socializing, enjoying the atmosphere, food/drinks, entertainment
- Connecting to the cause
- Including a successful live appeal
- Having the audience engaged in a program
- Building a rapport with your donor base



Pros of Virtual Events

- Expanding to a wider audience
- Easily accessed and accessible
- Lower costs
- Creating reusable recorded content for post-event use

FOR \$5000
Family Literacy Workshop Series

19th Annual...
TEXT BJF20 TO 76278

projectmorry
• 11 School Year Meetings each Month
• 3 Weeks of Sleepaway Camp each Summer
• 6 Community Partners in the Tristate Area
• 98% On-Time High School Graduation Rate
• 85% College Enrollment

Text Morry25 to 76278

STEVEN PAGE
Musician and Singer-Songwriter

Hybrid Event

- ❑ A hybrid event is more than just streaming an in-person event to an online audience.
- ❑ A true hybrid event seamlessly integrates technology to bring your online audience into the event experience.
- ❑ Like a live attendee, the online attendee should have a number of opportunities in ways to participate in the event.
 - Interacting with speakers, engaging with other attendees and event content, participating in Q&A sessions.



The Benefits of Hybrid Events

- ✓ **Increased Reach & Attendance:** Hybrid events allow you to increase your reach and capture more attendees.
- ✓ **Increased Engagement:** Hybrid events open up a great deal of opportunities to increase engagement, both during and after the event itself.
- ✓ **Flexibility:** Hybrid events are flexible & can be tailored to your needs and budget.

Examples of What a Hybrid Event Could Look Like

- A traditional in-person event with an online component where at home guests can view the program, chat with other online attendees and participate in the silent auction and live appeal.
- Offering “virtual tables” and sponsorships so guests could view and connect with others while those in-person are dining. Sponsors have the opportunity to receive both live and virtual sponsorship recognition.
- Incorporating vendors (ex: photo booth, mixologist) to be displayed both live and virtually for all guests.
- Small dinner parties where guests are encouraged to come together and view the event livestream together.
- Any way you want! The possibilities are endless.

Key Elements of a Hybrid Event

1. **Technology:** Identifying the best technological solutions for hosting your hybrid event.
2. **Engagement & Planning:** Making your event engaging and fun for your event attendees, both in-person and online.
3. **Fundraising:** How to get your ask just right and be sensitive of the current climate, and integrating your fundraising asks before, during, and after the event.
4. **Cost:** Planning a hybrid event on a budget.

Technology: Event Platform

- Your event platform will help you bring your live and online attendees together.
- There are numerous platform options for your hybrid event. The platforms range with their capabilities, cost and event structure.

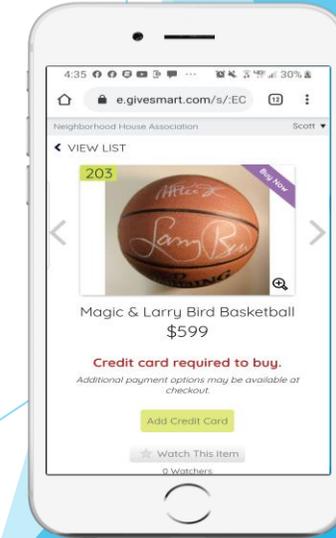
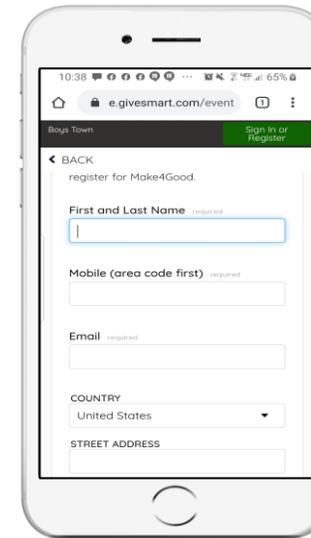
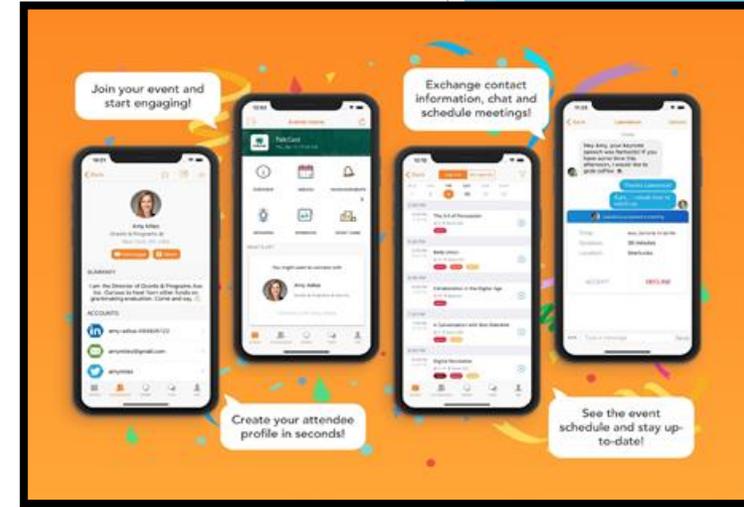
Elements to Consider:

- Customizable look and feel
- Cross-platform capabilities
- Interactive features - live feed, digital tables, chatrooms, networking
- Ability to incorporate sponsorship branding
- Registration process; platform integration
- Streaming and video/recording capabilities
- Technical support availability



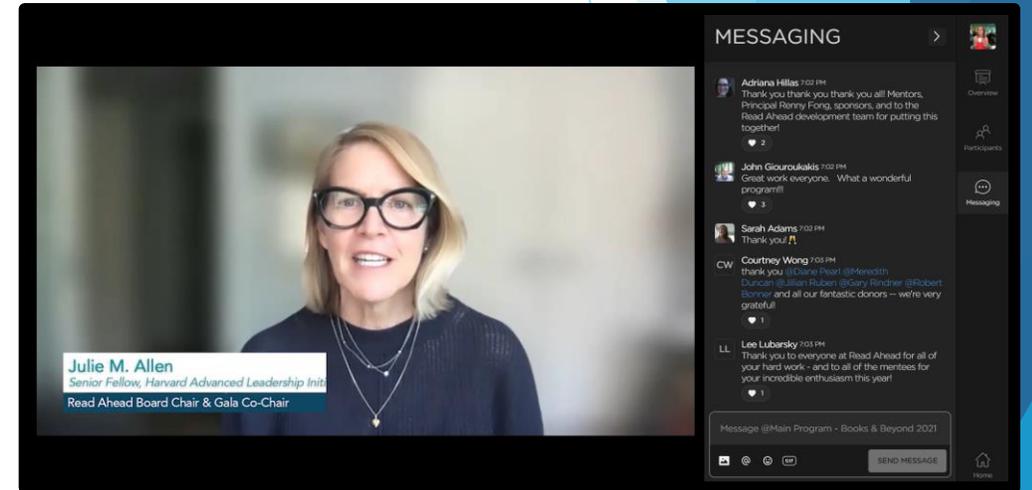
Technology: Applications

- Event Platforms with Corresponding Apps:
 - Allows people to join the event from a computer and phone concurrently.
 - Provides an easy way to follow along with the evening schedule and to receive event notifications to your phone.
 - Example: Cadence
- Auction Platforms:
 - Many auction platforms offer text2give capabilities for a live appeals as well.
 - These platforms are very mobile friendly allowing for guests to participate in auctions, raffles, and donating through their cell phone in addition to on a computer.
 - Texts messages can be sent out during the event to guests with event and auction updates.
 - Examples: Onecause, Givesmart, ClickBid



Technology: Program Video & Streaming

- In addition to picking a tech platform, you will need to figure how you will stream the event program.
 - Will your program be live-streamed from the venue, pre-recorded content or a mixture of both?
 - How will you record any videos from honorees and other event participants?
 - How will you switch from the pre-recorded to live content at the venue as well as in your live-stream?
 - What are the venue's A/V capabilities?
 - How many cameras do you need at the venue?



Logistics & Attendee Experience: Leading up to the event

- Eblasts: Pre-event emails with event details and clear instructions on options to joining your hybrid event in-person or virtually.
 - Making sure tech support is available for guests from the first email that goes out.
- Event Opportunities: Clearly highlighting the sponsorship opportunities and networking opportunities associated with the event. Including various ticket packages that include both virtual and in-person benefits to satisfy everyone's needs.
 - Each event will have a different focus and audience to address.
- Growing the momentum: Outlining the Run of Show for the evening so guests can view exciting event elements and plan accordingly.
 - Incorporating Social Media before the event to gain traction.
 - Helping participants to fundraise, send out personal emails and set up team pages.



Hybrid Sponsorships Opportunities & Benefits

SPONSORSHIP OPPORTUNITIES

Levels and Services	Presenting \$100,000	Research \$50,000	Hope \$25,000	Discovery \$15,000	Innovator \$10,000	Benefactor \$5,000
Opportunity to speak and present an award during program	✓					
Virtual co-branded step and repeat with company logo	✓	✓				
Special recognition from the podium during the live event	Opportunity to speak	✓	✓			
Reserved Tickets	20	16	12	10	6	4
Virtual "table" for your virtual guests on the event site	✓	✓	✓	✓	✓	✓

BRANDING & MARKETING OPPORTUNITIES

Name/logo on event website	✓	✓	✓	✓	✓
Electronic invitation	✓	✓	✓	✓	✓
Sponsorship listed on all pre-event emails	✓	✓	✓	✓	✓
Name/logo displayed during evening program	✓	✓	✓	✓	✓
Branding an engagement session with your logo/listing	✓	✓	✓		
Inside front/back cover ad in digital journal**	✓	✓			
Full-page ad in digital journal**				✓	✓
Inclusion in press release and social media mentions	✓	✓	✓	✓	

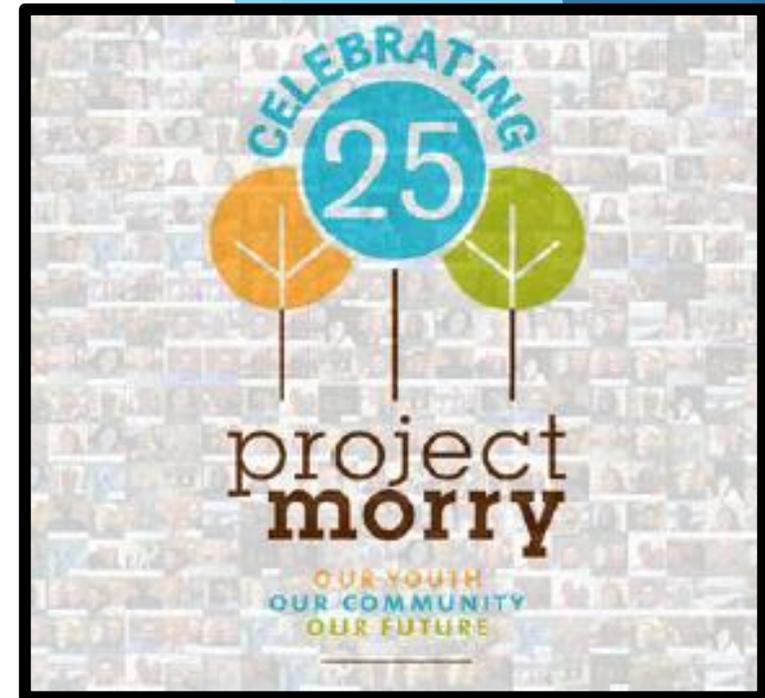
Logistics & Attendee Experience: **One Event, Two Experiences**

- Remember, a hybrid event is one event, so we want to make sure to link everyone who is coming out for the same important cause together on this special evening.
 - **Incorporate the live event into the virtual event**
 - How will your in-person program translate to a virtual setting?
 - Will you pre-record portions (or all) of the program or will you have a live stream from the venue for your viewers at home?
 - **Incorporate the virtual event into the live event**
 - This is not the same as above and may be more important!
 - For maybe the first time, your charity's in-person event will be broadcast to a much larger audience.
 - How can you connect the folks in the room with those who are at home?



Logistics & Attendee Experience: One Event, Two Experiences: Photobooth

- A photobooth is a great way to customize your event so both in-person and online attendees can participate.
- Many vendors offer the ability to have a physical photobooth at the venue as well as a “virtual” photobooth you can include on your event site, allowing you to bring all your pictures from the evening together.
- In addition to encouraging all attendees to post their pictures on social media and the event live feed, you can also create a collage of all the photos to bring both groups of attendees together.



Fundraising During the Event: Text-2-Give & Live Appeal

- **Text-to-Give:**
 - Incorporate a text-to-give campaign in your event through notifications, PowerPoint slides, a live ask and graphic overlays during the program is a great way to touch all participants both in the room and those virtually tuning in.
 - ***“Don’t forget to text “GALA” to 5588 throughout the evening to make a donation!”***
 - Be sure to let donors know the impact of their gifts.
 - ***“A \$1000 Gift will help us provide...”***
 - Include a thermometer so people can see the money raised going up and inspire others to donate.

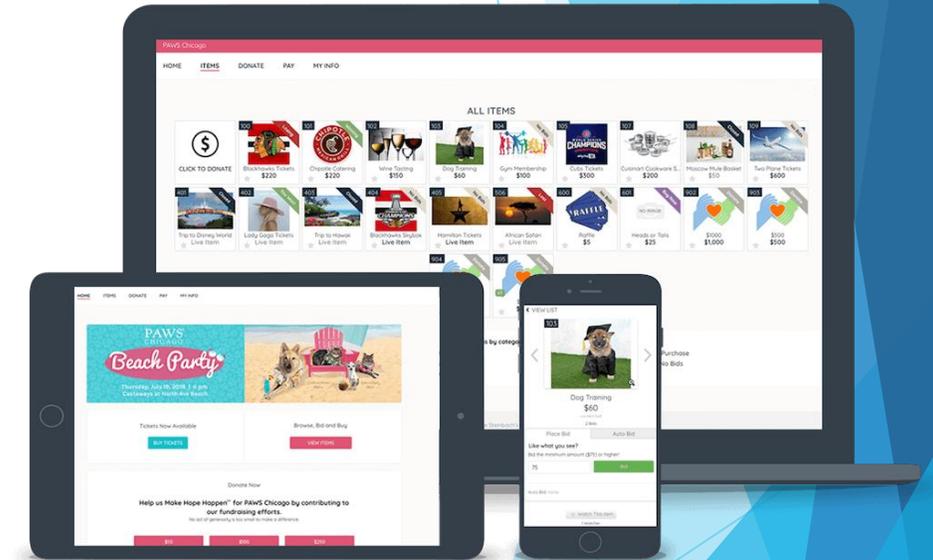


Christopher Frey	\$100
Allison Wittenberg	\$103
Dan Konigsberg	\$1,347
Suzanne Capurso	\$26
Brett Zuckerman	\$104
Kristin Friedman	\$665
Allison Wittenberg	\$103
Allison Wittenberg	\$103

Give Camp Text SCOPE to 44-321

Fundraising During the Event: Auction & Raffle

- **Auction and/or Raffle:** Adds a fun interactive element to your hybrid event for ALL guests while also helping to raise more \$\$\$!
 - Auctions can go beyond the event timeframe and audience, opening it up to more participation and growing the revenue. Starting the auction a few days before the event will build excitement and closing the auction a day after the event will allow people more time to bid.
 - Consider adding an opt-in raffle. Registrants can opt-in to the raffle when signing-up for the event (just purchasing a ticket enters them to win an enticing prize).
 - *Be sure to check your states regulations regarding raffles before offering one at your event.*



Strategic Planning: Budget & Costs

- **Hybrid Event Costs:**

- Venue/Food/Drink/Service: \$30,000-\$150,000+
- Audio Visual: \$6,000-\$40,000+
- Décor / Displays / Signage: \$1,000-\$10,000+
- Vendors (Band, Photographer): \$500-\$10,000+
- Technology Platform: \$500-\$15,000
- Separate Auction Platform: \$500-\$2,600
- Engagement Activities: \$1,000-\$10,000 for talent or vendors
- Additional Video / Production Services: \$800-\$10,000
- Optional Food and Beverage: \$500-\$5000+

Strategic Planning: Thoughts for Consideration

- **Ways to Customize Your Overall Event**

- Branding beyond standard event signage:
 - On PDF forms that we send out (ex: recipe pamphlet, know before you go)
- Enhancing the digital journal
- Visuals behind the speakers: use an organization branded virtual background
- Interactive fundraising opportunities

- **Bottlenecks and Challenges**

- Setting up and coordinating all the logistical components
- Using *too* much technology / technical support
 - *Making sure you have a plan and team in place to assist guests with technical support.*
- Keeping guests engaged and the run of show flowing
- Shipping Items to Guests
- Staying with-in your budget while essentially adding a second component to your event
- Obtaining pre-recorded video and needed material from featured participants for your program



HYBRID EVENTS

POWERED BY PROFESSIONALS
Focused Fundraising • Engaging Events

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