

# Profiles, Posts and Pointers - *Bonus Content!*

Virtual Engagement Strategies



# Streaming Tools and Opportunities



- Youtube Live/ Facebook Live/ Facebook Event
- Google Hangouts/ Zoom/ Skype

Are there others that you have used?

# Live Watch Party

- Similar to a live feed on Facebook, but the participants will be invited separately by the host or co-host to view preloaded videos
- Users can sync their feeds together and even respond to it within a common comment section.
- Learn more [here](#).



# Live Events



- **Facebook Live** lets you livestream events, performances and gatherings on Facebook. Viewers can watch from a phone, computer or connected TV. Reactions, shares, comments, and other interactive features enable you to engage with your audience.
- **Facebook Events** is a feature that can help you organize social gatherings via Facebook. You get a dedicated page for providing all the details of your event plus a range of tools to notify friends about it and keep track of who's going.

# YouTube Live

You can meet your audience live by using the Live Streaming feature. However, before you begin with your live video YouTube, you have to do following things:

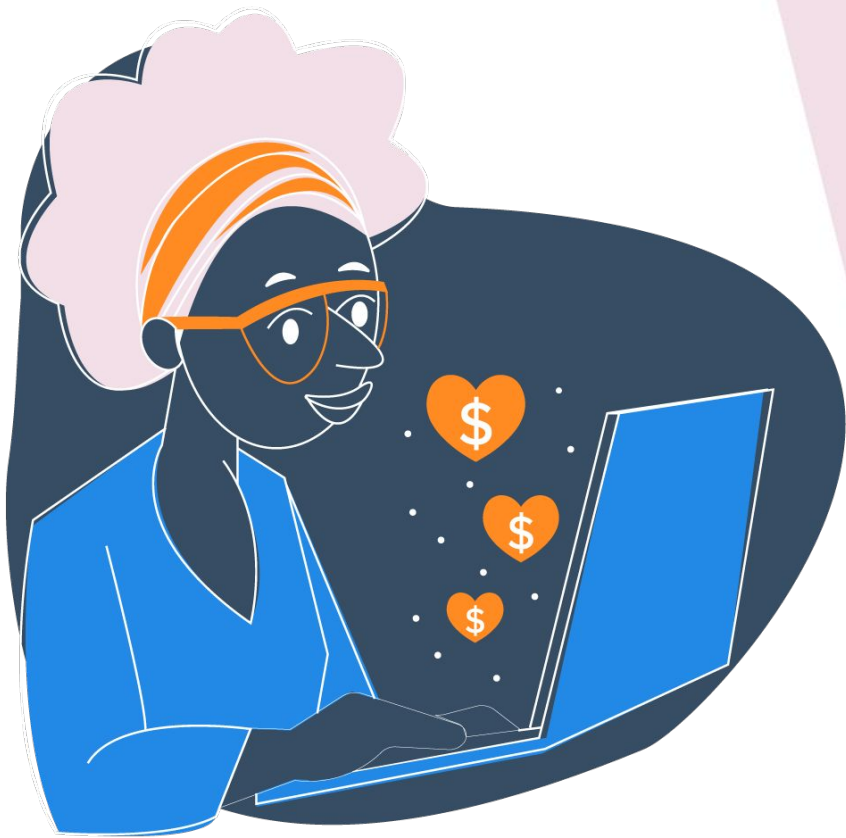
- You need to confirm that your YouTube channel is verified.
- Also, confirm that you have no live stream restrictions over the most recent 90 days.
- You need to enable live streaming-
  - On desktop, you should go to Creator Studio Tools – > Live Streaming.
  - Whereas on the YouTube application on Mobile – > Create a Live Stream.



# Considerations/Planning

- Schedule practice sessions with all speakers and do some testing
- Make sure you are well aware of the functionality the chosen platform offers
- Use an expert within your team
- Give yourself ample time to promote your virtual event
- Create content and share it in email blasts and across multiple social media platforms
- Make sure you have a point of contact so participants can ask questions



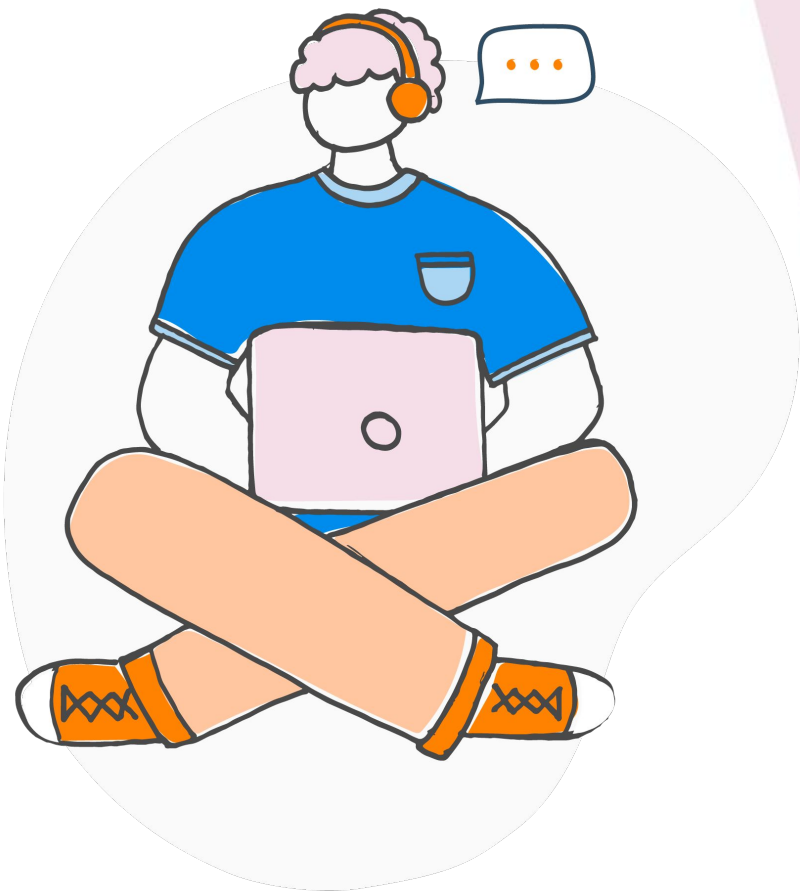


# Importance of Virtual Engagement

# Why is this important?

- Online engagement is at an all-time high
- Create sense of community & belonging
- Reach more supporters where they are
- Allows for instant engagement and sharing
- Grow your team's social media and marketing skills





# Host Virtual Events

# Choosing Your Event

## *Things To Consider*

The type of event you organize will determine your call to action.

- Know your audience when choosing your event
  - How comfortable are they using a computer?
  - Will they have access to smartphones?
  - Will they enjoy a story telling contest? Or a Live Music Session?
- Timing - is your event happening before, on, or after Giving Day?
- Know which interactive tools you will use and how to use them
  - Organize a day of run-through/dress rehearsal
- Consider event follow up - think about what guests will expect after the event?



# Types of Virtual Events



Get creative and go live on Facebook, YouTube, or other platforms leading up to and on the Giving Day

- AMA, “Ask Me Anything” with a staff member or ED
- Volunteer, Member, Board or Staff Spotlight
- News Update (post regularly, like a “Tidbit Tuesday” or “Fundraising Friday”)
- Tours of your workspace
- Testimonials

# Create and Plan for a Virtual Event

- **Step 1:** Identify your goals & audience
- **Step 2:** Choose the type of event you want
- **Step 3:** Create a call to action! Make it fun, make it competitive, have incentives!
- **Step 4:** Give specific roles to each member of your planning team
- **Step 5:** Promote your event!





# Examples of Virtual Events

# Creating a Video Series



- Weekly videos encourage consistent engagement
- Keep the videos short to keep the viewer's attention
- Consider some points on what to model the videos around
  - Your organization's story and/or mission
  - Your volunteers and/or staff members' stories
  - Your actions and impact on the community

# Virtual Volunteer Coffee Hour



This is a great way to get supporters together virtually but working toward a common goal.

- Volunteers can hang out virtually while they work on individual tasks
  - Ex: knitting hats for newborns, sewing masks for nurses, creating care packages for the elderly, setting up P2P page
- Have volunteers share their progress on social media and ask them to promote your participation in Give DeKalb County

# Awareness Webinar

This event gives your organization an opportunity to tell your supporters what you are currently working on and how this ties in to your overall mission:

- Tips for Success:
  - - Start with an Ice Breaker
  - - Set an agenda so attendees know what to expect
  - - Include lots of visuals!
  - - Allow time for questions and discussion





# Host a Trivia Contest

Invite supporters to log in and participate in a game of Trivia!

- Tips for Success:
  - Encourage teams
  - Have fun! Include sound effects and visuals
  - Consider a variety of topics so everyone has a few questions they can excel in
  - Share teams on social media.
  - Include pictures of the winning team and samples of some of the event's toughest questions!



# Host a Virtual Scavenger Hunt



Create teams and have a Top Secret List of random items that can be found around the house; at the beginning of the event email this list to all participants:

- Tips for Success:
  - Each item has a specific amount of points
  - Define a time limit to search for everything on the list
  - Teams must present all of their findings after the time runs out
  - The team with the most points wins!
  - Take photos of the wackiest finds and share online!

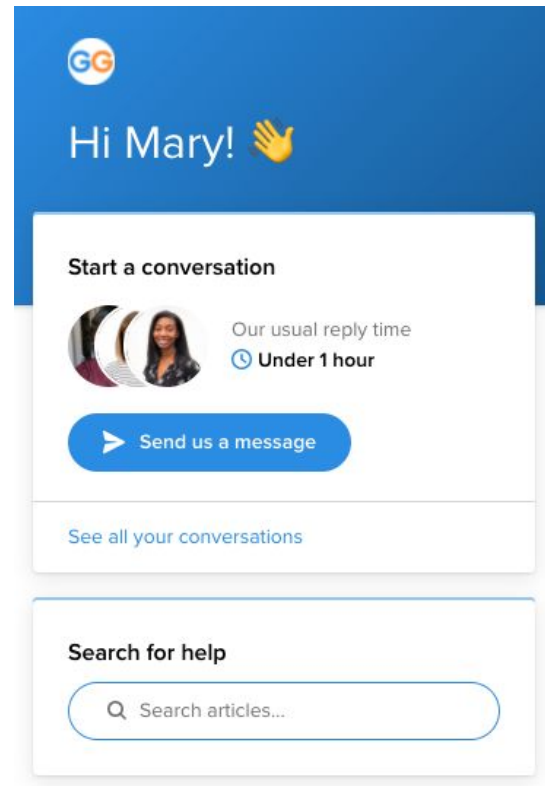
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