



WELCOME!

Fairfield County's Giving Day 2021
Hosting Virtual Events



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**Partner of Fairfield County's Giving Day
for the 8th Year!**

CNE's Giving Day Trainings

Dec. 10 – 1:1 Consulting Clinics - space is limited!

Dec. 15 – Business Fundraiser Webinar

Jan. 1 – P2P for Nonprofits

Feb. 11 – P2P for Individual Fundraisers

Find details and register on the FCGives.org [Training Page](#)



Agenda

- Virtual Event Basics
- Planning your Event
- Types of Virtual Events
- Tools/Platforms
- Promotion
- Questions?



Virtual Event Basics



Introduction to Virtual Events

What is a virtual event?

A virtual event is an online event that involves people interacting in a virtual environment on the web, rather than meeting in a physical location.

Should my nonprofit consider hosting a virtual event as part of Fairfield County's Giving Day?



Advantages of Virtual Events

- A safe and effective way to engage with your audience during current times
- Easier to plan and less expensive than in person events
- More accessible
- Reach a larger audience with your event, since it is not limited to one location



Examples of Virtual Events

- Run an awareness webinar
- Have a virtual watch party
- Host a fitness challenge
- Have a trivia contest
- Host an art contest
- Host a virtual scavenger hunt



Planning Your Virtual Event



Create a Plan

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!



What Are Your Goals?

- Build community?
- Motivate ambassadors/fundraisers?
- Cultivate donors ?
- Promote your campaign?
- Educate your network or the public on your mission?
- Raise funds?



Choosing your Event

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

Things To Consider:

- 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 Giving Day, on Giving Day or after Giving Day?
- Know which interactive tools you will use and how to use them



Engagement is Key

- Make a call to action that is clear, and that requires that supporters interact virtually. This will ensure that the attendees have something to do throughout.
- Consider having something for attendees to do every 5-7 minutes
- Think about what attendees could do between sessions



Other Considerations

Budget Implications

- Do you have the capacity and/or expertise to handle in house?
- Will your event be live or pre-recorded?
- What tools will you be using?

Who will host?

- Lively personality
- Familiar with organization goals & event agenda
- Smooth and flexible, especially if hosting live



Examples of Virtual Events



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
- Have volunteers share their progress on social media and ask them to promote your participation in Fairfield County's Giving Day.



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



Virtual 5k

Encourage individual activity instead of an in person fitness challenge:

Tips for Success

- Create a course that can be completed by anyone in the area
- Set up trail markers so participants know they are on the correct course
- Advertise the course so that participants can start running in advance
- Encourage runners to share photos of their run as well as their race times
- Bonus points if runners are in costume!



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!



Tools/Platforms



Streaming Tools

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

Are there others you have used?

Tell us about them in the chat!



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 pre-loaded videos

- Users can sync their feeds together and even respond to it within a common comment section.
- Learn more [here](#).



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.



Facebook 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.



Google Hangouts

Hangouts brings conversations to life with photos, emoji, and even group video calls for free. ... Message friends, start free video or voice calls, and hop on a conversation with one person or a group.

Here's how to use it:

1. On your computer, go to hangouts.google.com or open Hangouts in Gmail.
2. Enter your Google Account information.
3. Click Sign in. In Gmail, on the left, click Sign in.



Zoom

Use Zoom to host a webinar, a discussion or to simply hang out with multiple users!

- To host an event on Zoom you will first need to create a Zoom account by going to www.zoom.us
- Create an account, and set up an event, that will allow participant to register
- Share the registration link widely so anyone who wants to participate can!



Technical Considerations

- Schedule practice sessions with all speakers
- Make sure you are well aware of the functionality the chosen platform offers
- Use an expert within your team



Promoting Your Virtual Event



Promote your Event!

- 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



Best ways to promote

- Be clear about what the audience will see.
- Leverage co-branded opportunities.
- Enable speakers, employees and supporters to promote your event.
- Segment event invitations for different audiences for a more targeted approach.



Questions & Discussion



“Why I Give” Video Contest

2021 Contest rules and dates coming soon. Click [here](#) to view last year’s winning video!

- Share clear contest rules with your network
- Encourage early submission to increase chances of winning
- Leverage your network to spread the word about why your work matters

