

# FOOD FOR THOUGHT: BOARD TRUSTEE EDITION

..... *VIRTUAL "BACK TO SCHOOL" FOR BOARD MEMBERS*



**MAKING YOUR VIRTUAL EVENT SPECIAL**

**JOIN ON ZOOM | Tuesday, Oct. 6 at 4pm**

Thought Leaders: Beth Krallis & Jamison Ludgate, CCCF Marketing & Communications

# THANKS TO OUR PROMOTIONAL PARTNERS



# GET TO KNOW OUR PRESENTERS



**Beth Krallis**

Marketing & Communications Officer



**Jamison Ludgate**

Marketing & Development Associate

- Develop & implement marketing, educational, & outreach initiatives for the Chester County Community Foundation
- Plan & administer special events for the Foundation & its fundraising funds
- Oversee the creation & distribution of all print & digital marketing materials including: brochures, emails, social media posts, press releases, etc.
- Maintain website updates
- Design & control graphic design standards, branding messaging, & compliance wording

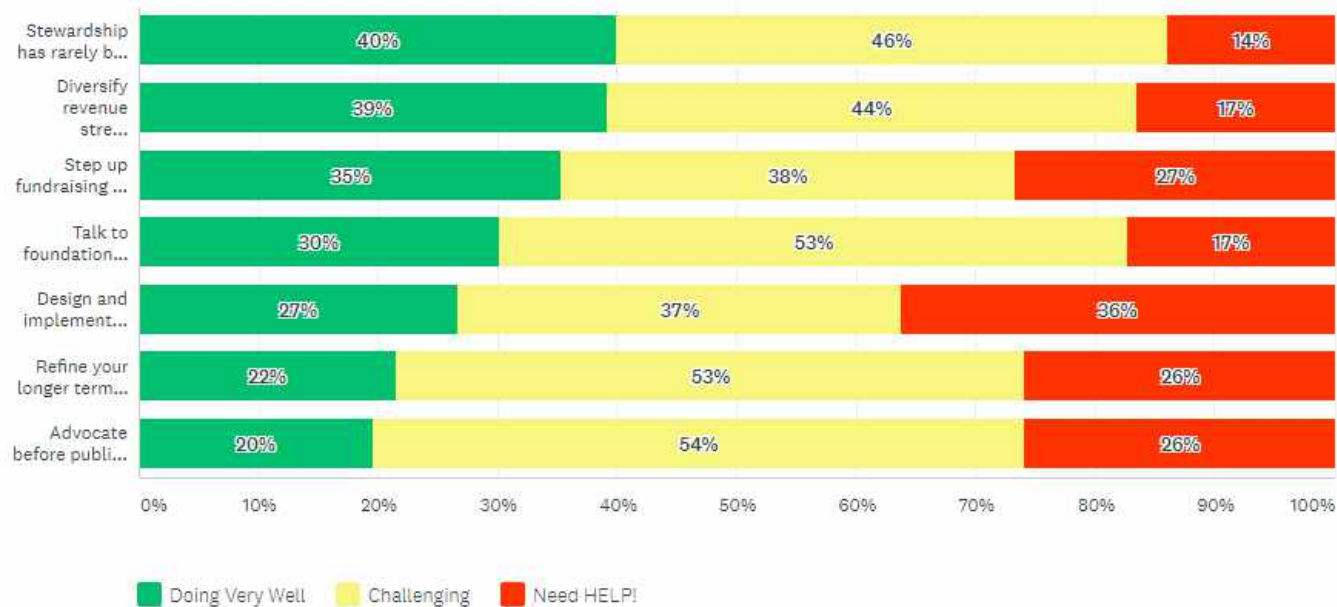
# CHESCO NPO CRISIS MANAGEMENT - SURVEY RESPONSES

Survey = <https://www.surveymonkey.com/r/CCCF-nonprofitchecklist>

RESPONSE SUMMARY = <https://www.surveymonkey.com/stories/SM-83VLV3B9/>

## RAISING REVENUES

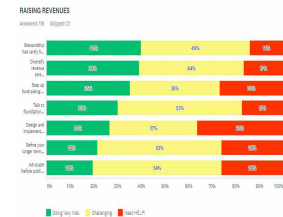
Answered: 116 Skipped: 21



# CHESCO NPO CRISIS MANAGEMENT - SURVEY RESPONSES

Survey = <https://www.surveymonkey.com/r/CCCF-nonprofitchecklist>

RESPONSE SUMMARY = <https://www.surveymonkey.com/stories/SM-83VLV3B9/>



Doing Very Well

Challenging

Need Help

- Stewardship has rarely been more important. Reach out and talk to major donors.
- Diversify revenue streams by seeking new sources of funding that will be available because of the pandemic. Keep an eye out for rapid-response funding efforts by foundations, United Ways, and others during this crisis, and apply as appropriate.
- Step up fundraising to respond to this crisis, recognizing that economic market decline and uncertainty will concern most donors. Listen to donors; let their feedback guide you as to when to restart the solicitation of both big and small gifts.
- Talk to foundation program officers, both those who have supported you and those who might. Seek to loosen restrictions on current grants to deal with this crisis.
- Design and implement virtual special events, to take the place of in-person fundraising events. Brainstorm ways to keep them fun and sociable online.
- Refine your longer term special events that require large in-person gatherings. Consider smaller groups and virtual options.
- Advocate before public officials to restore aid, provide new types of funding, or both.



## Our aims for this session:

- Evaluate special events
- Redesign/refine events to virtual/in-person
- Case study: ChesCo Fund for Women & Girls
- Ways board members can ensure success

- COVID-19 has drastically changed the way nonprofits must approach special events & fundraising events.
- There is an increased demand for nonprofit programs & services.
- Nonprofits must raise funds to operate.
- Many events cannot be put on hold for long.

# RETHINKING SPECIAL EVENTS



- Re-assess your nonprofit's upcoming events for the next year
- Which events *must happen* to meet your nonprofit's outreach & financial needs?  
*educational/informational outreach sessions, annual meetings, compliance meetings friendraisers, fundraisers*

- Which events can pivot to online format?  
*gala, auction, speakers, raffles*
- Which events can be held in-person *in compliance with local health guidelines?*  
*outdoor golf, outdoor marathons/runs socially distanced in-person event, with timed shifts/reservations*
- How can board members ensure success of these upcoming events?

# DEVELOP AN EVENT PLAN

- Involve staff, board, & volunteers in the planning process
- Determine target audience & how to best connect (virtually or safely, in person)  
*social media, YouTube, Zoom, printed invitations, socially-distant event*
- Research digital tools to meet your event needs  
*Give Smart, text-to-give, Facebook Live*
- Invite different audiences to participate  
*Videos from board members, staff, and supporters*





# USE DIGITAL COMMUNICATIONS TO ENGAGE YOUR AUDIENCE

- **Use your network** to let people know what kind of event you are holding, what is different this year, & why they should care
- **Use social media, email marketing, & video messaging** as opportunity to promote the event & to *build/strengthen your nonprofit's presence on social media*
  - Try out new platforms
  - Hold a contest
  - Share behind the scenes footage
- **Make sure to follow your nonprofit on social media & like/share/comment on posts to build engagement**



# COLLABORATE WITH COMMUNITY PARTNERS/VENDORS

- Every organization & business is feeling the impact of COVID
- Reach out to organizations your nonprofit has a strong relationship with to collaborate on virtual campaigns

Include Sponsors

Film & share tips from your vendors

Partner on promotion →

*CCCF partnered with these orgs to bring you today's virtual session*

## PRESENTING PARTNERS



# GET CREATIVE AND HAVE FUN!

- Create an immersive experience for your guests
  - Dress up
  - Include speakers & entertainment
  - Crack open a beverage
- Market your event as unique, new, & exciting!



# PREPARE FOR TECHNICAL DIFFICULTIES

- Pre-record as much of the event as possible
- Check your Audio/Visual in advance
- Assign roles of responsibility to board/staff/volunteers →  
*Who will let guests into meeting?*  
*Who will keep you on time?*  
*Who will communicate with audience if you are experiencing a technical difficulty? Etc.*
- Practice, practice, practice



# AVOID ZOOM BOMBING

- Set up a Zoom waiting room & password
- Change screen sharing to “Host Only”
- Disable “Join Before Host”
- Disable “Allow Removed Participants to Rejoin” so booted attendees can’t slip back in
- Mute all participants upon entry
- Avoid sharing a Zoom meeting link in a public forum



[Here's How People Can 'Zoom-Bomb' Your Chat](#) (Forbes)

# HOLDING AN IN PERSON EVENT

- Some events can be held in person, as long as you are safe, creative, & guests want to participate  
Golf tournament, 5k run/marathon, etc.
- Consider in person plus streaming component for those who are high risk/not comfortable gathering
- Speak to venue about regulations on gathering. Aim for outdoor gatherings.
  - *As of 9.21.20: Indoor Gatherings of More Than 25 Prohibited; Outdoor Gatherings of More Than 250 Prohibited* (<https://www.pa.gov/guides/responding-to-covid-19/>)
- Enforce public health precautions
  - **Masks are required in public spaces**
  - Request reservations to time guests to avoid crowds
  - Social distancing signage & markers
  - Sanitizer
  - Temp checks upon entering



# CASE STUDY - VIRTUAL FUNDRAISER

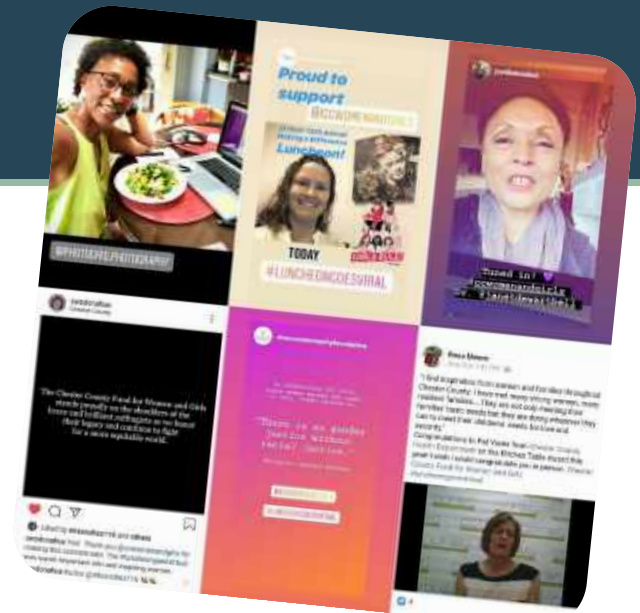


## ***Making a Difference Luncheon*** case study presented by

- **Pattie Diggin**  
*CCFWG Board Member & Director,  
Dr. Edwin Cottrell Entrepreneurial  
Leadership Center at West Chester  
University*
- **Maeve Kelly**  
*CCFWG Communications &  
Program Associate*
- **Dana Wiley**  
*CCFWG Development Director*

# WHAT WENT WELL

- **Quality of content** is most important – people will forgive some technical glitches if the content of pre-recorded videos, presentations by speakers, and interactive activities are meaningful and inspiring.
- **2 practice sessions** before day of the event helped identify issues and adjustments made.
- **Having speakers arrive ½ hour early** to test all connections and equipment.
- **Combination of live and pre-recorded** content.
- Attendees took advantage of **pay what you can**.
- **Digital program book sent with reminder email on the day of event.** Also available as a downloadable PDF during the event and sent as an attachment with the follow-up email. Sponsor ads were hyperlinked to sponsor websites.
- **Sent screenshots w/ instructions on how to use the GoToWebinar** platform ahead of time. Also brief instructions were provided throughout in the chat box.
- **Slideshow played on a loop 15 mins before start** to welcome people so they weren't just waiting in silence for the program to begin.





# WHAT WE CAN DO BETTER



- The **live Q&A content** was reported to be good; however, **the speaker was hard to hear at times**
- Some really liked and some really didn't like the **interactive word cloud and trivia activities**
- **Not everyone can watch digital events** due to digital/technical/Internet limitations on their end
- **Would have liked to facilitate networking**
  - Allow time for attendees to see each other, wave and cheer, as well as chat with the group and each other individually
  - Allow time for attendees to network in small breakout groups, before the event, after or both



# TAKE AWAYS

- **Ticket pricing encouraged donations** by offering entry into raffle prize drawings & resulted in most paying at least minimum
- **226 total registered**
- **Raised over \$85,000**
- **Divided and conquered event planning/execution**
  - *Someone style the space in advance (background, lighting, etc.)*
  - *Someone write out the program schedule, noting transitions of speakers (e.g., when to turn on and off their sound, etc.)*
  - *MC – including “housekeeping instructions” at beginning of program*
  - *Someone solely focused on making the transitions between each piece of the program*
  - *Someone post, monitor, and respond to entries in the chat section*
  - *Someone monitor incoming donations and donation questions submitted*
- Attendees may complain about **streaming volume** or problems but it is most likely the limitations of on their end (Internet connection, device)



# FINAL THOUGHTS

- Support the event however you can
  - Consider a sponsorship/help solicit sponsors
  - Register to attend/stream/buy a ticket
  - Spread the word to others (email, social media, flyers)
  - Help with the planning
- Have fun with the process
  - Get creative with digital tools & platforms
  - Collaborate with other vendors, sponsors, & organizations
- After the event
  - Thank your supporters, volunteers, staff, & vendors
  - Note what worked & what didn't work (to make improvements for next time)
  - Share your feedback with our NPO community so we can learn from each other



- [Here's How People Can 'Zoom-Bomb' Your Chat](#) (Forbes)
- [Guidelines for Indoor Gatherings - Pennsylvania](#) (Commonwealth of Pennsylvania)
- [8 Steps for Successful Fundraising During the Coronavirus Crisis](#) (Amy Eisenstein)
- [Coronavirus Impacting Your Nonprofit? Here's What to Do](#) (Network for Good)
- [Challenge our Thinking – Events Amid COVID-19](#) (Hilborn: Charity News)
- [COVID-19 is Accelerating Our Move to Digital — Charities Must Act Now to Keep Up](#) (Canada Helps)
- [Events Strategy: Maintaining Momentum in Uncertain Times](#) (KCI)
- [Pro Tip | Your Unexpected Coronavirus Opportunity](#) (Hilborn: Charity News)
- Community Foundation Resources for Virtual Fundraising:  
[chescofc.org/life-during-after-covid-19/](https://chescofc.org/life-during-after-covid-19/) &  
[mailchi.mp/chescofc.org/virtual-fundraising](https://mailchi.mp/chescofc.org/virtual-fundraising)



# HOPE TO SEE YOU NEXT WEEK!

Register: [chescofc.org/virtual-board-trustee/](https://chescofc.org/virtual-board-trustee/)

**FOOD FOR THOUGHT:  
BOARD TRUSTEE EDITION**

 ..... VIRTUAL "BACK TO SCHOOL" FOR BOARD MEMBERS

[CHESCOFC.ORG/VIRTUAL-BOARD-TRUSTEE](https://chescofc.org/virtual-board-trustee)

**FINANCIAL LEADERSHIP  
IN THE FACE OF IMPOSSIBLE CHOICES**

**JOIN ON ZOOM | Tuesday, Oct. 13 at 4pm**

Thought Leaders: Bob Ferguson & Kathy Wileczek, CPA

