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
Survey = https://www.surveymonkey.com/r/CCCF-nonprofitchecklist
From Nonprofit Crisis Management Checklist: Raising Revenues

☐ 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.

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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**
• 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
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.

• 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:

chescocf.org/life-during-after-covid-19/ &
mailchi.mp/chescocf.org/virtual-fundraising
HOPE TO SEE YOU NEXT WEEK!

Register: chescocf.org/virtual-board-trustee/

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FINANCIAL LEADERSHIP IN THE FACE OF IMPOSSIBLE CHOICES
JOIN ON ZOOM | Tuesday, Oct. 13 at 4pm
Thought Leaders: Bob Ferguson & Kathy Wileczek, CPA