

VIRTUAL FUNDRAISING: *the new normal*

COURTNEY MCNAMARA

KING
VIRTUALEvents

WHO ARE WE AND WHAT DO WE DO?

- Full-service event planning & production company
- Recently pivoted to exclusively producing virtual events
- Technology platform
 - Virtual venue
 - Attendee engagement app
 - Partnered with a livestream broadcasting solution
 - Leverage other available technology as needed

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WHAT IS A VIRTUAL EVENT?

- **MORE** than just a Zoom meeting or webinar!
- A multi-component experience.... just like a physical event
- A **huge** opportunity
 - Expand reach
 - Lower costs
 - Reinvent your event
 - Set yourself apart

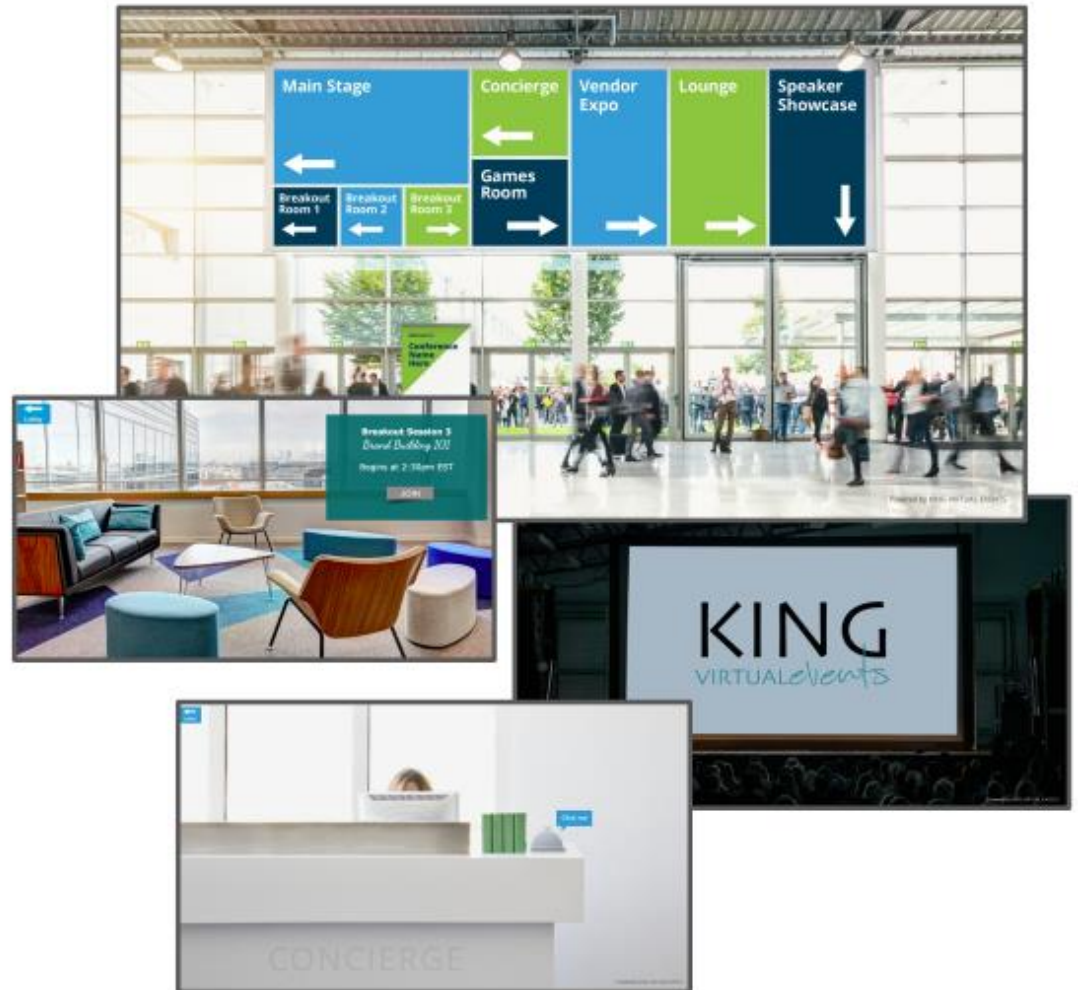
HOW DO YOU TRANSITION TO A VIRTUAL SPACE?

- Think seriously about the why for this year's event
- Try to define the things that made your physical event so special
- Be open to **reimagining** components of your event
- Survey your typical audience to gauge interest in different formats

EVENT COMPONENTS

VIRTUAL VENUES

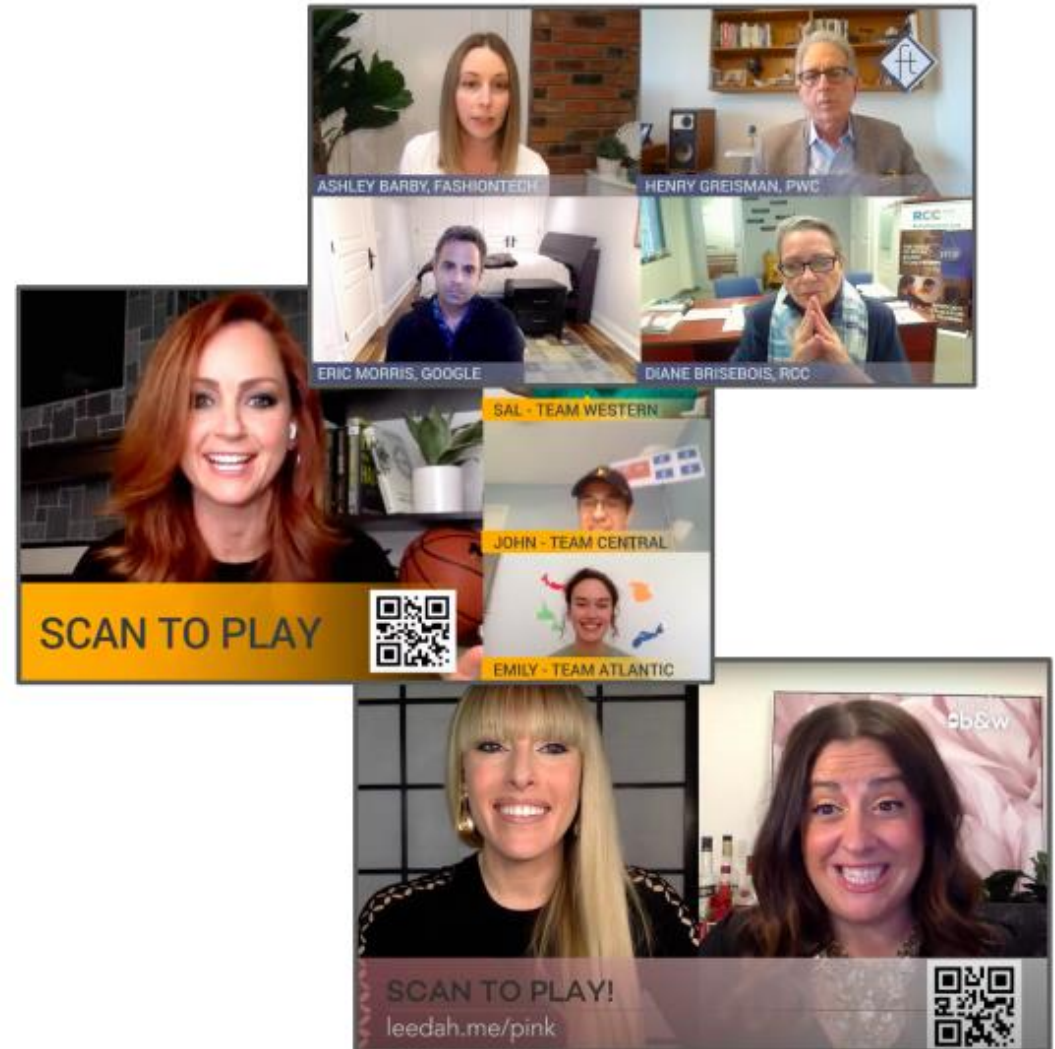
- Stunning virtual spaces
- Custom layouts & branding
- Creates an experience and 'familiar vibe'
- Unique user login to protect content
- May include:
 - Main stage
 - Breakout rooms
 - Lounge
 - Speaker showcase
 - Silent Auction
 - Concierge or help desk



EVENT COMPONENTS

PRODUCTIONS

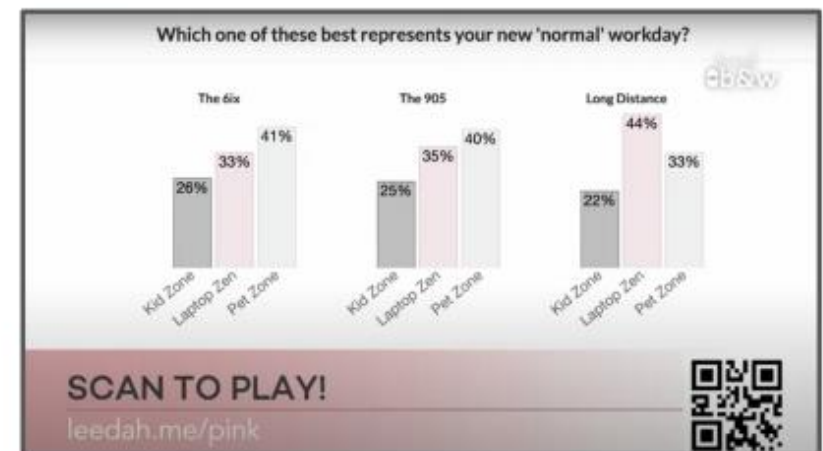
- Professional, television-quality broadcasts
- Graphic overlays, embedded video & images
- Multi-source inputs from webcams, mobile, audio sources, screenshare and RTMP
- Multiple layouts
- Recording & playback
- Custom streaming locations
- Pre-production services including scripting, storyboarding, presenter coaching, rehearsals & tech checks
- Virtual greenroom & backstage chat



EVENT COMPONENTS

ATTENDEE ENGAGEMENT

- Custom QR codes to 'scan to participate'
- Real-time participation from mobile devices
- Individual or team-based challenges
- Real-time results & leaderboard
- Live polling & trivia questions
- Digital scavenger hunts
- Live chat and Q&A



EVENT COMPONENTS

HOSTS & ENTERTAINMENT

- Professional hosts can significantly enhance your virtual event
- Consider entertainment that translates well to a virtual space:
 - Live, all-request music
 - Illusionists
 - Comedians
 - Cocktail and cooking demos
- Mix physical with the digital
 - Food & beverage
 - Experience boxes



EVENT COMPONENTS

FUNDRAISING

- Ticket sales with option to 'add donation'
- Published target and live thermometer
- Virtual silent auction
- Scan to donate
- Sponsor opportunities



**Cost to execute a virtual event is typically significantly lower than a physical event and many charities are raising more through virtual than any previous physical event*



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