



BWF Client Partner Series

Amy Lampi and Wendy Jaccard



- Welcome! We are glad you have joined us.
- Use the Q&A Feature to ask questions.
- Any unanswered questions will be addressed individually after the webinar.
- Share your thoughts with us by using **#bwfwebinar**.
- For technical challenges, support is available by emailing bwf@bwf.com.

Upcoming Webinars



All webinars are at 2pm EST/1pm CST.

- **Wednesday, April 8 11-11:45am EST/10-10:45am CST (note special time)**
Managing Your Talent in Times of Societal and Economic Disruption
hosted by BWF Consulting Partner Tahsin Alam and Mark Marshall
- **Monday, April 13**
Managing your Prospect Pipeline: Strategies During Times of Disruption
hosted by Bond Lammey and Amy Lampi
- **Wednesday, April 15**
Strategic Donor Engagement in the Short-term For Long-term Success
Hosted by Betsy Rigby and Shawn Vogen

Creative Special Event Solutions in Challenging Times



Event Cancellations and Postponements— Impact Nationwide

- 44% of Charities Have No Plans to Mitigate Losses From Canceled Events, [The Chronicle of Philanthropy](#).
- The Spring Gala Season Has Been Canceled (or Postponed), [The New York Times](#).
- Gala season is (mostly) officially canceled this year, [Crain's Chicago Business](#).
- Canceled, postponed, or rescheduled? A guide to Houston's society calendar updates, [Houston Chronicle](#).

Virtual Fundraising Events



TO DONATE: [HTTPS://ARTSCORPS.ORG/DONATE/](https://artscorps.org/donate/)

0:20 / 59:19

Live chat replay is not available for this video.

#MakeArtAnyway #FESTAlive #TheStream206

Arts Corps Festa 20/20: The Stream March 20th Live!

1,186 views • Streamed live on Mar 20, 2020

52 0 SHARE SAVE

Arts Corps
145 subscribers

SUBSCRIBE

Celebrating 20 Years of Arts Education in Seattle. #MakeArtAnyway

Despite class cancellations, we are committed to paying our teaching artists and youth leaders. Education doesn't stop when we leave the classroom and neither will our educators. To help our Arts Corps family keep the lights on, we are requesting your generosity, energy, and good hopes.

Here's to the next 20 years: <https://artscorps.org/donate/>

ArtsCorps: [Festa 20/20](https://artscorps.org/donate/)

3:20 / 45:31

SHOW CHAT REPLAY

Welcome to the 2020 MICC Masquerade: Virtual Gala Program!

1,235 views • Premiered Mar 14, 2020

23 0 SHARE SAVE

Minnesota Independence College and Community
106 subscribers

SUBSCRIBE

We need community now more than ever. In just 24 hours since canceling our in-person event, our incredible community and staff, came together to be able to deliver you the first-ever MICC virtual gala. Tune in tonight at 6:30 pm CDT right here for a live premiere of the entire program. Make sure to click the button to be notified when we go live and tag your friends so they can watch! We are so proud to share it with you.

Learn more about our virtual gala and ways to donate/bid: miccommunity.org/gala

MICC: miccommunity.org/gala.html

Virtual Event Examples

 [About Be The Match](#)

[Give](#) [Join the Registry](#) [Share](#)

Save a life from the comfort of your couch!

Be The Match patients are among the most vulnerable population right now – but you can help. Put some of that extra couch time to life-saving use!



#Couch2CURE

1. Take a video or photo of yourself on your couch.
2. [Give to Be The Match](#) or [join the registry](#) and ask your followers to do the same.
3. Post to any social media channel, tag Be The Match, and use **#Couch2Cure** **#BeTheMatch**. Tag and challenge 2 or more of your friends to join the movement!

TOTAL RAISED

\$351,732.14

GOAL \$1.5M

TOTAL REGISTERED

5,774

GOAL 50,000

Be the Match:
bethematchcouch2cure.org

 [HOME](#) [ABOUT US](#) [AUCTION](#) [SCHEDULE](#) [NEWS](#) [EPISODES](#) [DONATE](#)

Music, community, and education to support *The Actors Fund* and its services.
Live-streamed daily at 2 PM ET and 8 PM ET
Listen on SiriusXM VOLUME at 9AM ET, M-F

Two Brand-New Shows Streamed LIVE Every Day, 2pm and 8pm ET



James and Seth

[Click here to view on YouTube](#)

[DONATE >](#)

The Actors Fund,
for everyone
in entertainment.

Hosted by:

SiriusXM's
Seth Rudetsky &
James Wesley

[EMAIL QUESTIONS >](#)

[UPCOMING PERFORMANCE SCHEDULE >](#)

APPEARING THIS WEEK:



Kristin Chenoweth Gavin Creel Dr. Jon LaPook

The Actors Fund:
starsinthehouse.com

Strong Base

- Sponsors, Ticket Buyers, and Donors
 - **Corporate.** Regional and sector considerations.
 - **Existing.** Consider 100% tax-deduction vs. refund.
 - **Renewals.** Support direct services/business continuity.
 - Expand and diversify your donor base.
- Followers
 - **Existing.** Dedicated and active social media following.
 - **New.** Target audience.

Strong Infrastructure

- **Plan.** Digital event plan.
- **Stakeholders.** Staff, volunteers, vendors.
- **Technology.** Digital fundraising partner and solutions.
- **Production.** Videos, sound quality, chat features.
- **Program.** Keynotes, awards presentations, entertainment, videos, and testimonials.
- Virtual Auction.

WHAT'S
NEXT



Considerations

- Additional efforts to make up the difference.
- Combine with other special events.
- Vendor expense deferral.
- Contract stipulations—force majeure.
- Live/streaming content—legal implications.
- Event timing.

Creative Digital Solutions



Giving Day



A Giving Day (or Day of Giving) is a 24-hour digitally driven fundraising and engagement campaign with the goal of rallying a university's or nonprofit's community behind a particular cause.

<https://www.hubbub.net/>

Giving Day



- Red Cross:
<https://www.redcross.org/donations/ways-to-donate/giving-day.html>
- Cornell University:
<https://givingday.cornell.edu/>
- Americans for the Arts:
<https://www.americansforthearts.org/support-americans-for-the-arts/giving-tuesday>

Infrastructure and Considerations

■ Giving Day Platform

- Payment processing.
- Reporting and receipting.
- Addition of offline gifts to the effort in real time.
- Ease of use.
- Mobile-ready.
- Cost.

Infrastructure and Considerations

■ Giving Day Platform

- Set goals.
- Prepare your message/case for giving.
- Pick a date.
- Pick the length of the “day” (24 hrs., 36 hrs. 48 hrs.).
- Post-Giving Day messaging.
- Stewarding of donors.

P2P(Peer to Peer) Fundraising and Crowdfunding



Peer to Peer Fundraising is a social/team/personal fundraising method in which your supporters fundraise on your behalf.

—<https://www.qgiv.com/>

Crowdfunding is a fundraising strategy used by nonprofit organizations to rally an army of fundraisers around a cause.

—<https://www.mobilecause.com/>

P2P(Peer to Peer) Fundraising and Crowdfunding



**American Cancer Society—
Relay for Life**

**Memorial Sloan Kettering—
Cycle for Survival**

<https://www.cycleforsurvival.org/>

Habitat for Humanity Global Village

<https://share.habitat.org/globalvillage>

Infrastructure and Considerations

- Platform (same considerations as above)
- Volunteers and Donor Network
- Defined Campaign or Case for Support
- Goals
- Stewardship of Donors
- Thank Volunteers

Further Reading and Resources



- <https://hubbub.net> – excellent source of information on overall considerations for your digital fundraising events
- Peer to Peer options for nonprofits: <https://www.donorsearch.net/top-peer-to-peer-fundraising-platforms/>
- Crowdfunding options for nonprofits: <https://www.merchantmaverick.com/6-platforms-that-do-crowdfunding-for-nonprofits/>

Discussion

Additional Resources Found At:

[Bwf.com/CurrentResources](https://bwf.com/CurrentResources)

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