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# 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 <u>bwf@bwf.com</u>.



#### **Upcoming Webinars**



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

- Wednesday, April 8 11-11:45am EST/1010:45am 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

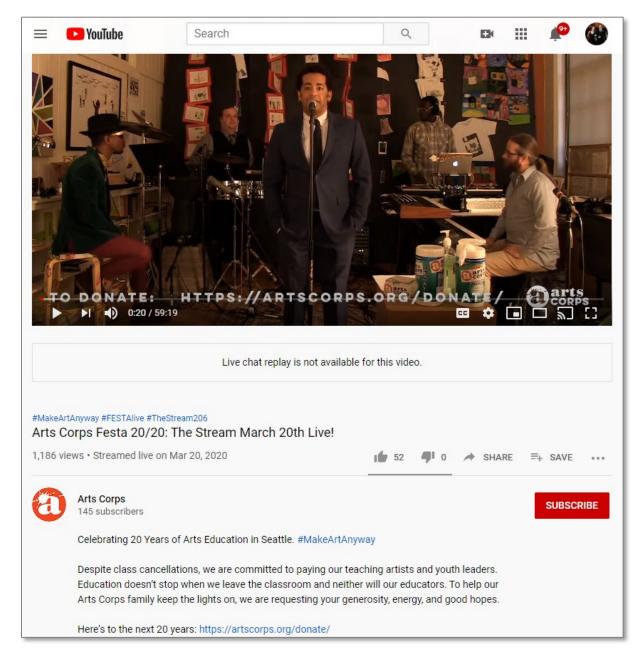
- 44% of Charities Have No Plans to Mitigate Losses From Canceled Events, <u>The Chronicle of Philanthropy</u>.
- The Spring Gala Season Has Been Canceled (or Postponed),
   The New York Times.
- Gala season is (mostly) officially canceled this year,
   <u>Crain's Chicago Business</u>.
- Canceled, postponed,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

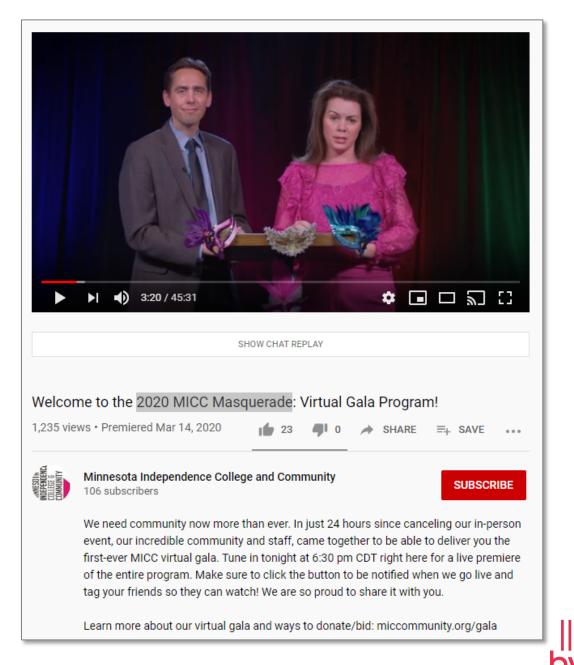




Virtual Fundraising Events







## Virtual Event Examples





Be the Match: **bethematchcouch2cure.org** 

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.





## 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: <u>https://givingday.cornell.edu/</u>
- Americans for the Arts:

   https://www.americansforthearts.org/sup
   port-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.

—<u>https://www.qgiv.com/</u>

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

—<u>https://www.mobilecause.com/</u>



# P2P(Peer to Peer) Fundraising and Crowdfunding



American Cancer Society— Relay for Life

Memorial Sloan Kettering—
Cycle for Survival
https://www.cycleforsurvival.com/

https://www.cycleforsurvival.org/

Habitat for Humanity Global Village <a href="https://share.habitat.org/globalvillage">https://share.habitat.org/globalvillage</a>



## 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



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





Additional Resources Found At:

Bwf.com/CurrentResources

