



## Notes from “Host Successful Fall Fundraising Events with Confidence”

Hosted by [Network for Good](#) and Nonprofit event experts, [Swain Strategies](#)

**Fundraising events are forever changed by the pandemic but there is a bright side:**

- Online fundraising events are more accessible for everyone, there is a whole new audience that you can reach with virtual.
- Virtual events allow you to meet every donor’s price point.

**Donor trends:**

- Crisis giving has decreased but major donor giving and new donors (\$250 level) are increasing. Increase in impact giving (specific need, such as computers).

**Recommendations for planning your fall event:**

- Virtual is the best starting point due to the constantly changing pandemic
- You could add in small in-person groups and simulcast virtually
  - Examples
    - House party style viewing parties
    - Have a host agreement, provide a host party packet
    - Virtual event viewing instructions
    - Watch party + Peer-to-Peer Model
    - Competition between house parties for giving
  - Screenings
    - The drive-in, guests attend in their cars
    - Outdoor venue
  - Hybrid events
    - In-studio audience
    - Small social gathering after the broadcast
- Design based on outcomes, not the headcount in a ballroom:
  - What if every event immersed your donor in your mission
  - Focus on story and relationships
  - Focus on giving your gathering meaning
  - Example: Healthcare clinics wanted to honor frontline workers so they invited a small group of healthcare workers in person to honor them and tell their stories and the donors were virtual.
    - Auction packages were about selling their mission, not stuff
    - They recognize every donors at every level
    - Performers on stage, attendees were in pods. Everything else were broadcasted
- Stay focused on the purpose of your event - is it to bring people together to network or just to share a message? The “venue” or format should be chosen based on the event purpose.
- [Ideas for other virtual or hybrid events](#)

### **If you are considering an in-person event, here are some considerations:**

- Perform a risk assessment survey to find out if your board, staff or supporters are comfortable with attending. You can find examples of a survey [here](#).
- Make sure you understand your vendor contracts and potential costs for cancelling
- Define the rules and inform, communicate all COVID protocols in all of your marketing and communications.

### **Resources for event guidelines and risk assessments:**

- [CDC Event Guidance](#)
- [George Institute of Technology COVID Risk Assessment Tool](#)

### **How do you combat zoom fatigue:**

- Keep the program to around 45 minutes and focus on story
- Hold it during working hours (noon is ideal)
- Feature your donors - crowdsourced content. People will tune in to see themselves!

### **Tips for making people tune in:**

- Put it on their calendar with the link
- Keep the program simple, just ask them to give money
- Keep it simple, provide a landing page where they can easily find the link
- You can have a zoom call at the end of event for people to meet each others (keynote and special guests)

### **Ticket prices:**

- Ticket prices should remain the same for in-person
- Open your virtual event to everyone - free

### **Technology Ideas:**

- [Lunchpool](#)
- [Swell](#)
- [GiveSmart](#)
- [Owl](#) - connecting in person and virtual meetings
- [Accelevents](#)

### **Home catering**

- [Table and Twine](#)
- [Something Blue Charcuterie](#)

### **Event Venues:**

*NOTE: we highly encourage you to check the vendor's website or follow-up with the venue itself in order to stay accurately updated on their current guidelines regarding COVID-19*

- [Protagonist Beer](#)
- [Peerspace](#) filters and sorts by your event needs (capacity, location, etc.)
- [Alexander Homestead](#) - large event space and outdoor garden
- [Norfolk Hall](#) - large event space, located on a light rail stop
- [NASCAR Hall of Fame](#)
- [Goodwill Opportunity Campus](#)
- [The Mint Museum](#) - Randolph Road and Uptown locations
- [Foundation for the Carolinas](#) - board room available
- [Community Matters Cafe](#) - large conference room available
- [Charlotte Museum of History](#)
- [Historic Rosedale](#)

- [Queens University](#) and [Central Piedmont Community College](#)
- [Harris Conference Center](#)
- [Pilot Brewing](#)
- [GoodRoad CiderWorks](#)
- [First Ward Field](#) - outdoor venue
- [McAlpines Center](#) - outdoor venue
- [Johnson C. Smith University](#) - multiple event venues
- [NoDa Brewing Company](#) - offers space free to nonprofits
- [Envision Charlotte Innovation Barn](#) (opening September 18, 2021)
- [Queens University Sports Complex](#)