

Before your event

Plan ahead and ensure everyone on your team is on board.

- Choose your virtual platform** and key software, visuals, video, online giving tools that will be used throughout the event. Test them for ease of use and conduct cost comparisons to your budget. Ensure your online giving page is ready to go!
- Set registration with** key information such as event date, how attendees will access the event, contact information for questions and link(s) to fundraising landing pages for those who can't attend buy who may want to still give.
- Use a communication timeline** to plan emails, social media posts, postal mail, etc. to get the date and details in front of everyone. Monthly emails work to start and then bump communication up to weekly and even days before the event.
- Schedule a practice run** with speakers, AV/IT/software you'll use, etc. to work out bugs and make sure everyone is comfortable with how things will run on event day.

During your event

Keep your audience engaged, be an active participant and ask for feedback along the way.

- Assign an audience consierge** to troubleshoot technical difficulties, monitor and answer questions from attendees. This person should also monitor social media in real time to monitor event hashtags and any virtual attendee needs.
- Add CTAs throughout the event** either on pre-designed slides and video, throwing the donor link into a live feed or chat, or asking keynote speakers to mention a call to give directly during his or her presentation.

After your event

Thank your attendees, follow-up and debrief on what worked and what can be improved.

- Send thank you emails and post on social media** as soon as the event wraps. These communications can be pre-scheduled to auto-send to attendees at a certain time after the event.
- Send a survey to attendees** that is short and sweet. You may even want to entice them to fill out the survey for a chance to win free swag or with a matching donor gift. This can also be something that is added to pre-scheduled thank yous.
- Debrief with your team** as soon as you're able so things are fresh in your mind. What worked? What didn't? What did the survey results indicate?
- Choose next year's date** if it's a recurring event. For in-person events, many times these are set even before the current year's event kicks off; the more you know ahead of time the easier it is to get donors to save the date.
- Provide a final chance to give** whether that's in your thank you email with follow-up online giving links or a few days after the event ("we are keeping our donation page open for the next week!") follow up with non-donors from the event.

Channel updates

Don't forget to update all of your **social media channels** with event info. Pinned posts are great as well as creating Facebook events for added communication. Using your **website's home page** to call out updates as well as adding **signature lines** in your organization's emails are other ways to get the word out, too.

Connect with us online!



4aGoodCause.com

About 4aGoodCause is an effective and easy-to-use fundraising platform for small nonprofits. Boost your revenue with our simple, mobile-friendly pages that donors love. Unlimited campaigns for online donations, event registration, membership, crowdfunding and peer-to-peer fundraising. Integrates with 2000+ third-party apps.