



# COVID-19 NONPROFIT FUNDRAISING EVENTS RESOURCE



**inspirehearts**  
fundraising

[inspireheartsfundraising.com](https://www.inspireheartsfundraising.com) @iiiinspirehearts 917-722-4483

## Plan A Through Z...

**What are you going to do with your upcoming event?**

- Keep the date and follow through
- Postponement until a later date
- Canceled
- Virtual Event Options
- Pivoting/evolving the style of event



# Keep the date and follow through

- Communicate with all attendees to let them know the show will still go on
  - If it is a paid event, be prepared for questions on refunds and have your policy explicitly displayed in event details
  - Ask attendees with any symptoms to opt out
  - Mention that the utmost safety practices will be followed to include hand sanitizer, hand washing stations and alternative greeting techniques



# Keep the date and follow through

- Communicate with your venue and vendors
  - Ask if they plan to cancel upcoming events and when they plan to notify you
  - Inquire about what extra precautions are being taken to sanitize the venue, arrange for more cleaning
  - Create a communications plan to how you will address “The Elephant” in the room
- Important Immediate Items
  - Secure additional handwashing stations and place hand sanitizer EVERYWHERE! (SPONSOR OPPORTUNITY)
  - Add signage to event alerting attendees to the measures taken to ensure a clean environment
  - Can you shorten the program, disperse the crowd so that minimum distance can be attained
  - Request disposable service ware



# Postponement until a later date

- Reschedule your event to later in the spring
- Reschedule until summer (many open dates) or fall
- Cancellation
- Virtual Event
- Create something new?

What are your options?



# Trends for Rescheduled Events

- Many events are being rescheduled for late spring or early summer
- Fall and early winter are filling up fast
- Book your vendors and venue NOW!
- Your auctioneer/ambassador may already be booked but might have team members to assist



# Tips for Rescheduled Events

- Call all of your donors and thank them for support and see how they are holding up. The epidemic is stressful to all.
- Connect with your sponsors to thank them for support and to adjust agreement. Give them more exposure!
- Share your previous years IMPACT report with everyone
- Continue to thank all donors for their support whether financial or moral. Ask them to share your message socially
- Keep sharing impact stories, videos and messages on all your channels
- Once rescheduled, communicate the new date with full transparency and passion



# Canceled Events

- Call your stakeholders personally
  - Contact all other attendees, sponsors, vendors with clear and consistent messaging
    - Are you rescheduling or cancelling all together?  
It's ok to list date as TBD
    - Communicate your refund policy
- Communicate with all of your vendors
- How can they help you? How can you help them? We are all in this together!
- Be creative with alternatives to honor sponsorship commitments
    - Onsite visit to share your organization's mission and gratitude with them
    - Sponsor logo and link placement on your main website and all channels
    - Showcase them in email blasts, social posts and blog posts





# Canceled Events

- Many donors will understand
- For some, event cancelation is expected and welcomed
- Be purposeful in creating thoughtful messaging
- Explore event alternatives, like Virtual Events, smaller events, donor led events



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# Phrases to Use in Communications

- “In light of the growing concern over COVID-19...”
- “Out of an abundance of caution...”
- “As a preventative measure...”
- “For the safety of our staff, beneficiatiaries, volunteers, etc...”
- “We are closely monitoring the situation...”
- “We will, of course, be following mandates from national, state and local legislature and operating in compliance with the CDC.”



# Virtual Events Webinars

- GoToWebinar
- Google Hangouts
- Cisco Webex
- Zoom Meeting
- Microsoft Teams
- BlueJeans
- Skype



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# Virtual Events Online Fundraising

- Auction Frogs
- Bidding for Good
- Classy
- Funraise
- Givesmart
- Givergy
- Greater Giving
- Maestrosoft
- Handibid
- Maestrosoft
- OneCause
- Tiltify
- Twitch



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# Types of Virtual Events

- Online Silent Auction only
- Online Silent and Live Auction
- Fund A Need/Jerry Lewis Style Telethon
- Multiple Venues (Donor Ambassador Party's)
- Facebook live on Cell Phone
- Professionally Produced Live Stream
- You already have the venue, the AV, the speakers, the video and the Auctioneer...why not?



# Where do you Stream Virtual Events

- Facebook Live
- Self Hosted
- Skype
- Twitch
- Youtube Live
- Zoom/Goto Meeting/Webinar Style



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# The Good News

New Technologies

New Audiences

More Time to Strategize

Stand Out from the Crowd

Do Better Fundraising



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# Need Help?

Call us...

It is our passion to improve events...Live or Virtual  
Events are what bring your community together!



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