



VIRTUAL EVENT CHECKLIST



6 Tips for Next-Level Audience Engagement



PEER-TO-PEER'S NEW NORMAL?

As we adjust our strategies for this new world we find ourselves living in, we're seeing that the coronavirus pandemic has actually served as a catalyst for change in the peer-to-peer space, and not just in taking events virtual. Organizations are having to really listen hard to their participants and find them where they want to be and how they want to fundraise.

Without the benefit of in-person events, how can your organization create that event experience feel, that sense of emotional connection with the virtual world?

Good news — we have six best practices that, when implemented, can help develop a successful path to engaging with your audiences in this new normal for P2P events.



CHALLENGES

How do you engage your participants in a way that challenges them? People want that sense of achievement and ability to display what they've accomplished.

By using challenges, you encourage participants to take one more step or keep coming back for more.

2

COMPETITION

Participants want to know how they line up with fellow fundraisers, whether individuals or teams. A sense of competition is always good for boosting fundraising numbers but just talking about dollars and cents can turn people off.

Look at other measures of success around their activity and engagement that can instill that same sense of competitive spirit.



3

ACHIEVEMENT

We all want to feel like we've earned something or reached a particular goal. And tracking progress is a great way to keep people motivated, as numerous studies have demonstrated.

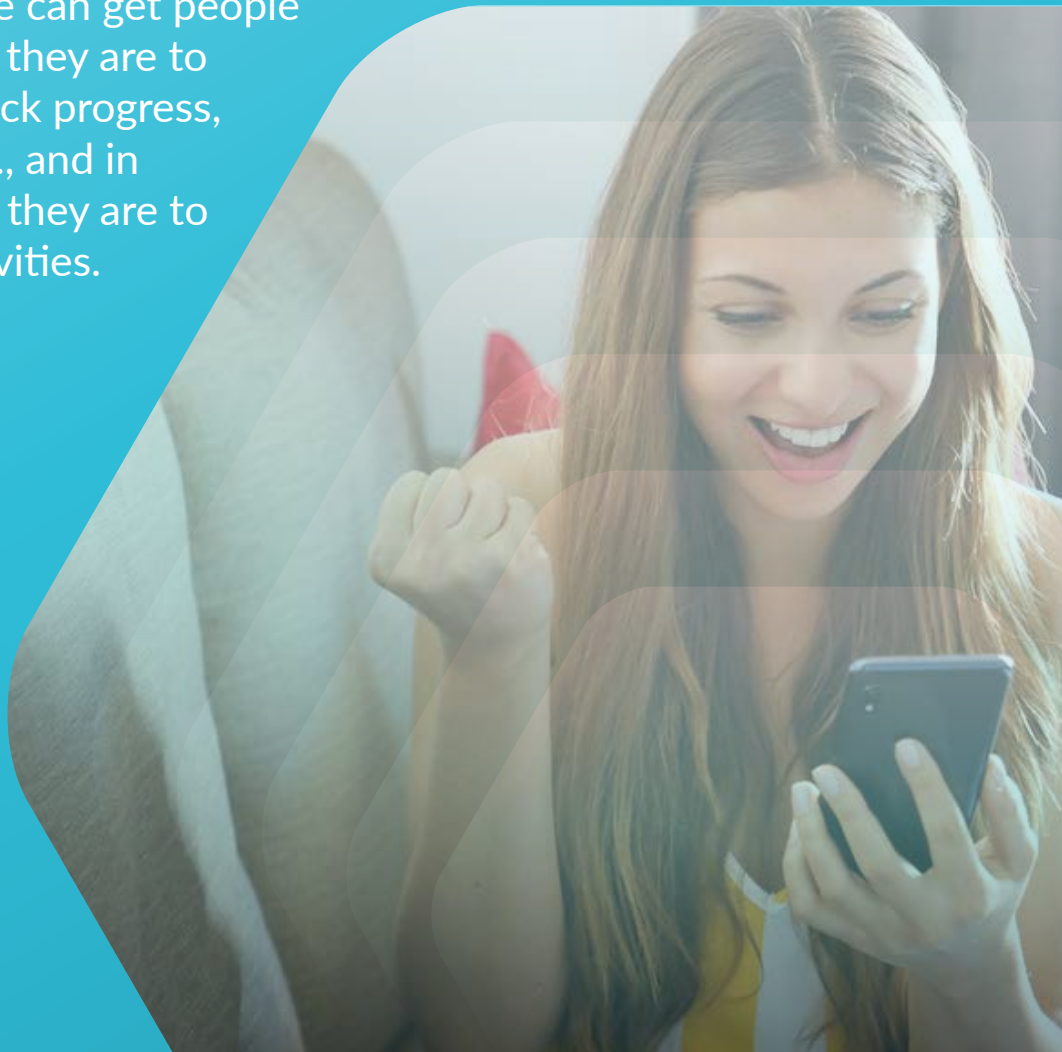
If you can get people to track their progress toward a goal on a day-to-day basis, they will create habits and routines around that tracking — and be more likely to reach their goal.

Giving your participants that ability is key.

4

PARTICIPANT ENGAGEMENT

Increased engagement leads to increased fundraising. The more we can get people involved, the more likely they are to keep coming back, to track progress, check a specific stat, etc., and in doing so, the more likely they are to perform fundraising activities.





5

MOTIVATION

This is about going beyond just encouraging participants to reach their next milestone by using your mission to inspire participants to take fundraising to the next level.

Highlighting your key mission moments and stories will create that important emotional connection and enrich their experience with your audience.



CORPORATE ENGAGEMENT

With the transition to virtual events, a lot of corporate dollars are on the line. A common question from organization is how to increase impressions for corporate sponsors and convert that into dollars.

So how do you tie in your corporate sponsorships and ensure they get good visibility, whether in an app, in a mention, or via a specific activity?

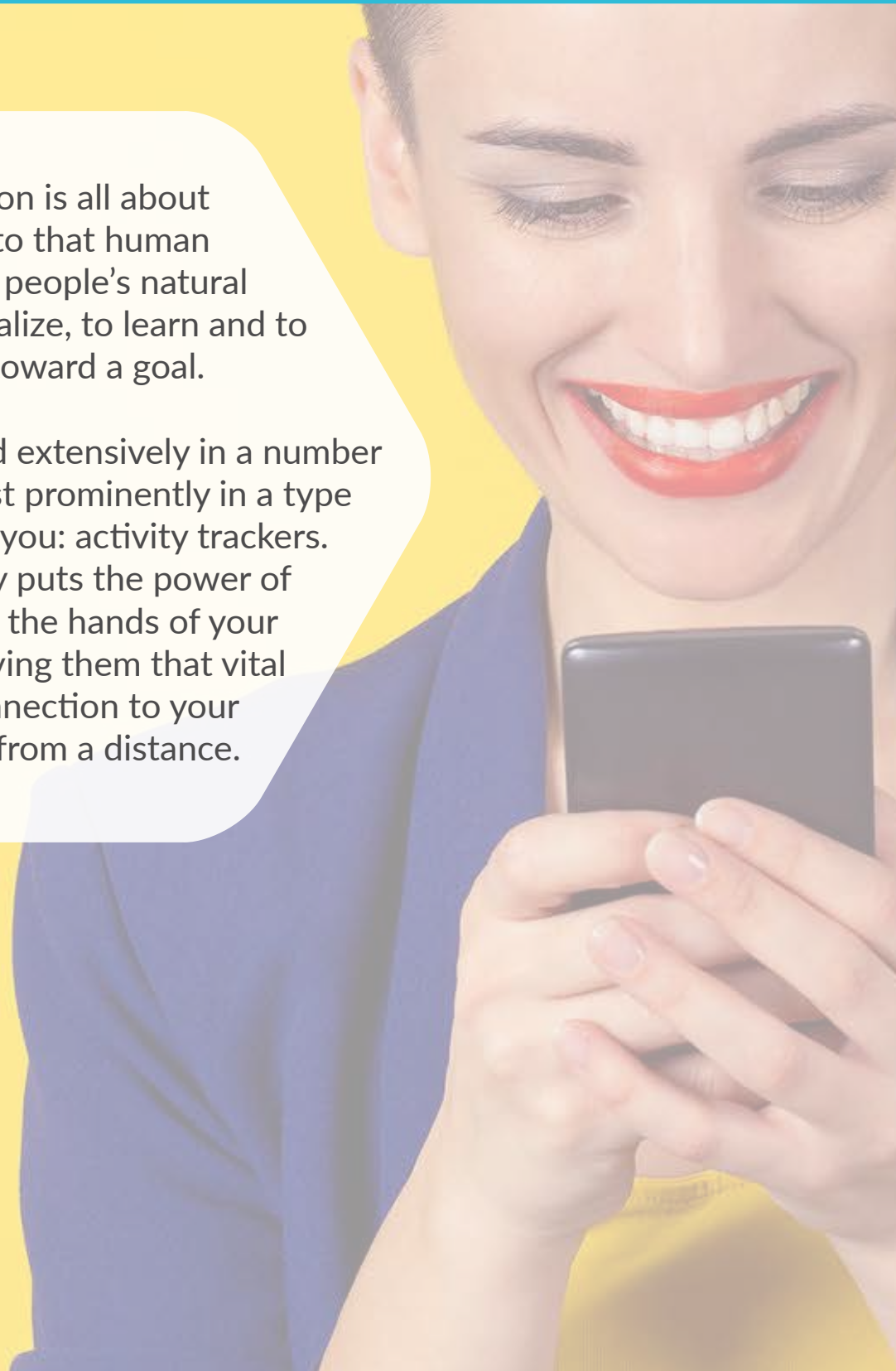
All six of these desired aspects of virtual events can be achieved through one thing:

GAMIFICATION

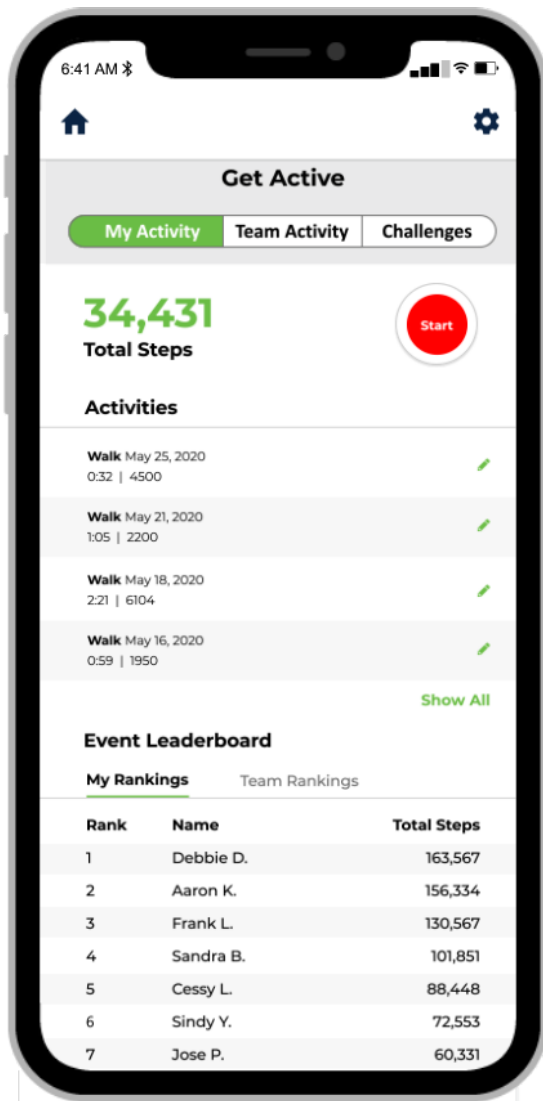
Gamification is all about tapping into that human emotion and people's natural tendency to socialize, to learn and to compete toward a goal.

It's already being used extensively in a number of applications, most prominently in a type familiar to a lot of you: activity trackers.

Tracking activity puts the power of engagement in the hands of your participants, giving them that vital sense of connection to your event, even from a distance.



Introducing BOUNDLESS MOTION!



We recently integrated our new activity tracking solution, Boundless Motion, into the Boundless Fundraising mobile app and are excited about where it can take participant engagement and their fundraising.

Learn more about Boundless Motion and how you can incorporate it into your P2P event's new normal.

LEARN MORE >