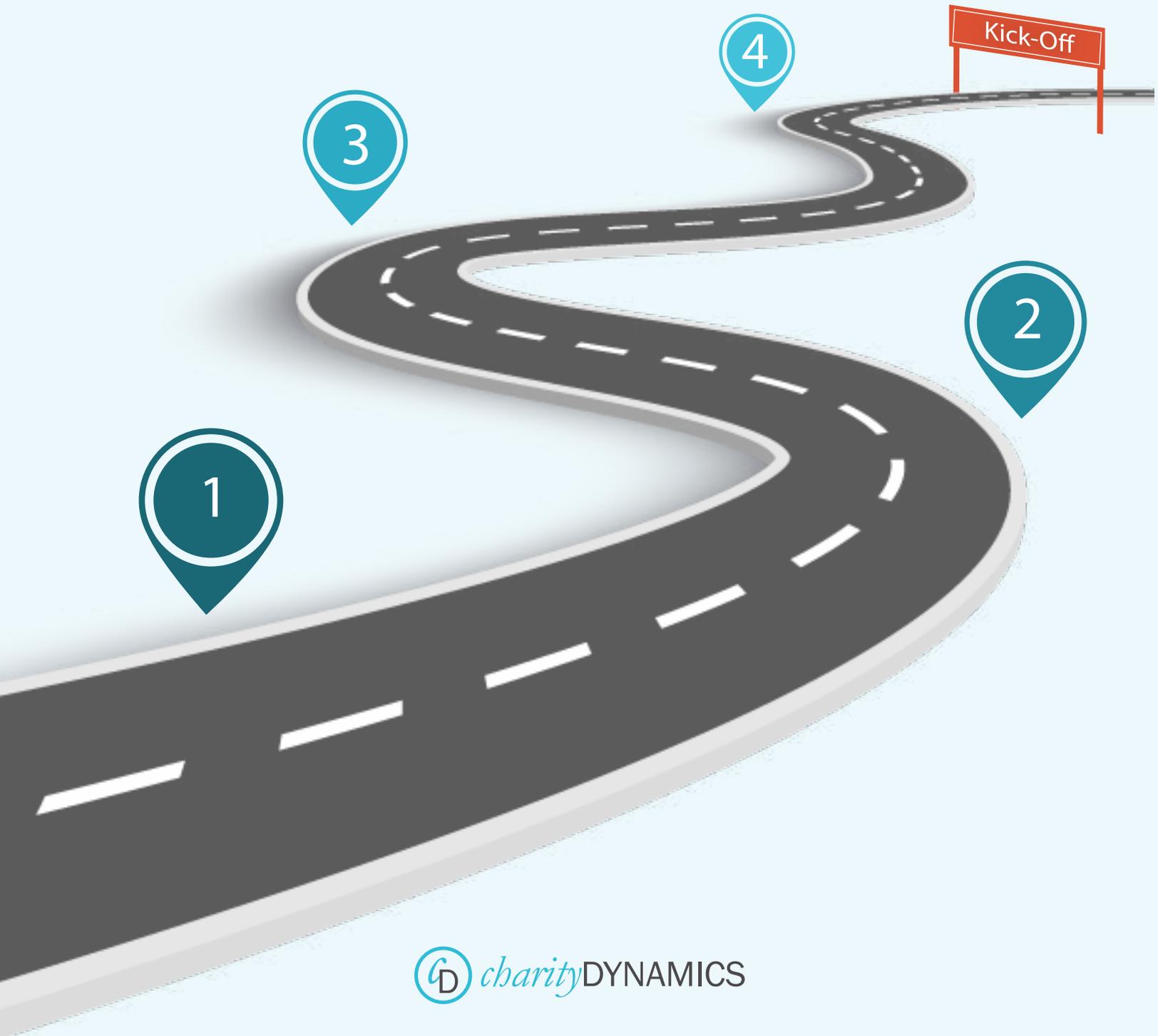


Virtual Event Action Plan

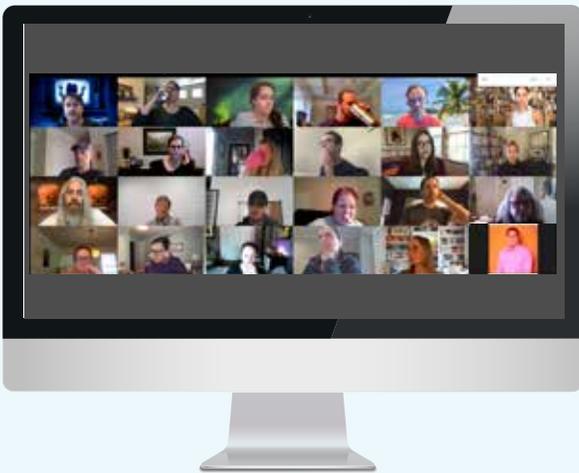
Your Roadmap to Success



Introduction



As everyone is aware now, sometimes life, and the world, takes an unexpected turn and normalcy gets flipped on its head. In the world of fundraising events, that can mean unexpected weather, surprise location problems, or in the case of 2020, a worldwide pandemic!



Due to COVID-19, the tried and true in-person events that organizations have been planning for years were not a possibility and you had to learn to pivot quickly and create virtual events. The more these events have been taking place, the more we realize the most important aspect to be successful: Plan, plan, plan!

We were all forced to get creative and find ways to create the perfect virtual event in these unexpected times and have highlighted some key points that help these events run smoothly. As we sometimes find out in very unexpected ways, the unpredictability of life is the most predictable so make sure you always have a plan.

"The question is no longer how do we virtualize our events, that's a given. Now more than ever it is critical ask yourself (and your event teams) "What kind of experience do our supporters want from us to support their fundraising efforts? And how can we deliver it in this new format?"



Sue Dalos
Principal Consultants

1

What's the Plan?



- Determine your timeline and evaluate your resources and budget: These are critical conversations to have across your organization.
- It may seem counter-intuitive but investing in your programs will help you realize new opportunities to amp up ROI.

2

What Tools Do You Have?



- Take inventory of all of the tools at your disposal: technology, marketing/communications and any special features.

3

What's The Experience?



- Think about what experience you want to present to your audience. Does it resonate? Is it relevant?
- How do you bring that event promise to life? Consider opportunities in the real-world (offline) as well as technologies that can enhance online engagement.



Who's In Charge?

- Make sure everyone know who's in charge of what (e.g., program lead, tech/audio lead, speaker lead, participant support lead, etc.).
- Who are your go-tos to get the support you need?



How Do You Promote?

- There are more channels than just email!
- Use PESO planning for marcomm efforts: paid, earned, shared, owned.



How Do You Follow Up?

- Communicate, communicate, communicate.
- Share the impact your supporters have and survey them about their experience.
- Always thank everyone involved!

4

5

6

More Resources to Help Your Virtual Event Succeed!



Guides



Top 10 Virtual Event Ideas

DOWNLOAD 



6 Tips for Next-Level Engagement

DOWNLOAD 

Blogs



My Event Is Going Virtual. Now What?

READ NOW 



Moving Forward with a Virtual Event

READ NOW 

On-Demand Webinars



From Physical to Virtual: How to Create Fundraising Success In A Virtual World

WATCH NOW 



Re-Imagining Your Event Virtually

WATCH NOW 

Videos



Diabetes Research Institute: Expanding the Virtual Event Lineup

WATCH NOW 



Pelotonia: Re-Imagining Your Event Virtually

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