Coronavirus:
What am I supposed to do about my fundraising event?

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First Things First…

1. Stop, breathe, and think.

2. Ask questions – What impact does the money from our event bring our organization and those we serve?

3. Don’t make decisions alone, make them as a team.
Keep things in perspective
Decision criteria for holding an event

- Public health & safety
- Timing
- People
- Financial impact?
Yes event...

• Inform and provide instructions to attendees
• Take precautions to increase safety
No event…what now?

• What is the impact on your organization?
  • Financial impact
  • Impact on other event goals
• How will you notify the community?
• Will you offer an alternative?
• Do you have a strategy to replace lost revenue?
Other Event Ideas

- Unvite
- Un-gala gala
- Virtual
- Couch and Pajama gala
- Other Creative ideas?
Creative Examples

• FESD, Upaya – Virtual
• ArtsCorp – “Live and Unplugged”
• Intersections Festival – Moving “Giving Party” to online (Instagram story and cross post with Facebook and Website)
• Y-WE – Virtual Raise the Paddle and Online Auction
Creative Examples

I love this so much... Upaya Social Ventures is not letting #COVID19 shut down its gala. The team has gone totally virtual and is getting close to achieving their fundraising goal to help empower entrepreneurs that create jobs for the ultra-poor (resulting in less waste and carbon emissions in the process!) Big kudos to Kate Cochran, Sachi Shenoy, and the entire Upaya team for this MASSIVE effort.

2020 Upaya Gala Auction — Upaya Social Ventures
upayavs.org

A MESSAGE TO OUR COMMUNITY

We are truly disappointed we couldn’t gather in person this year for the King County Sexual Assault Resource Center’s 2020 BE LOUD Breakfast. We made the difficult decision to cancel following public health alerts regarding coronavirus, and first and foremost, want our supporters to be safe and healthy. Part of our decision was based on the strong belief that our supporters will stand with us, and with survivors, from wherever they are.

It’s difficult to re-create the experience we missed by being together in a room of 1,000 people, all standing up to sexual violence. But here’s a little bit of the inspiring program we had lined up.

READ CINDY’S STORY

WATCH THE BREAKFAST VIDEO TRAILER

Young Women Empowered (Y-WE)
Thursday at 4:45 PM

Due to the developing coronavirus situation and our concern for the well-being of the entire Y-WE community, we made the difficult decision to cancel our March 7th ignite gala. While we will miss the opportunity to celebrate Y-WE’s 10th anniversary in person, canceling ignite means that we now have an opportunity to open this fundraising campaign up to everyone in our beautiful community! Our ignite Fundraising Goal is to raise $300,000. We have raised $100,000 in advance via ticket sales and sponsorships, and we now need your help to raise the rest of these funds online. Check out our online auction or Raise the paddle to help us reach our goal! Together we will create pathways for our young women leaders, grow a culture of belonging, stand up for racial and gender justice, and raise the necessary funds to sustain our incredible programs. https://youngwomenempowered.org/ignite-2020-online-auction/ #YWEIGNITE

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Taking the event TO your people

- Letters and emails to gala attendees
- Peer to peer toolkit for table captains and attendees
- Video your speaker and send to your event list
- Send event collateral or program with letter to attendees with note from table captain
- Online auction (GiveSmart) mobile bidding
- Use auction items as drawings incentive to give
- Offer your content or panel at event as a webinar
P2P Tool Kit

- FAQ’s
- Timeline
- Communication Templates
  - Phone Calls
  - Emails/Letters
  - Social Media
    - Before, During, and After
  - Talking Points
  - Social Media Images
    - FB Frame
Other Strategies for Revenue

- Lean in to GiveBIG
  - Ask event table captains to be FUNdraisers
- Spring appeals
- Phone or email tree
- Text to give
- Phonathon
Overall Remember…

- We’ll get through this!
- Lean into your mission and impact
- Relationship based fundraising
- It’s isn’t about the event it is about the people who benefit from the event. The **impact** that comes from the event. Tell that story.
Questions?