Using GlobalMeet

Chat to ask questions

All lines are muted

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We’ll be asking you questions throughout this webinar. You can respond and engage with us by:

- Chatting your responses within the chat box of this webinar platform
- Respond to poll questions asked during and after the webinar
- Tweet at us @TechSoup and use the hashtags #tswebinars
A Global Network
Bridging Tech Solutions and Services for Good

Where are you on the map?
Explore our Nonprofit Tech Marketplace

"We are an all-volunteer organization with limited professional skills. Adobe’s donated technology is helping us present our story to the public and to lenders in the format of a much larger organization. With Adobe, we are able to knock off a few of the "rough edges" so that our story is front and center instead of our technological limitations. Thank you, Adobe!"

- Richard de Koster
Constitution Island Association, Inc

For more information, please visit www.techsoup.org/get-product-donations
Presenters

Kyle Barkins
Co-Founder & Chief Innovation Officer, Tapp Network

Joe DiGiovanni
Co-Founder, Tapp Network

Nicole Jones
Content Producer, TechSoup

Assisting with chat:
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Co-Founder & Chief Innovation Officer, Tapp Network

Joe DiGiovanni
Co-Founder, Tapp Network

Joe DiGiovanni
Director of Strategic Marketing, Tapp Network

Nicole Jones
Content Producer, TechSoup

Steven Davidson
Marketing Associate, TechSoup
Meet The Speakers

Joe DiGiovanni  Kyle Barkins  Witt Godden
In partnership with:

A Mission-Driven Marketing and Technology Agency Empowering Organizations for Good
What Got Us Here?
Look on the Bright Side!

Online Events Are:

- Flexible
- Cost-Effective
- Scalable
- Engaging
- Eco-Friendly
- Reliable
- Trackable

50%

increase in mobile fundraising transactions in 2019 (source)

175mm+

individuals traveled for events in 2018 in the US alone (source)

30%

of people are more likely to speak to a person in a virtual booth (source)
Today’s Discussion - Key Steps

1. Begin Planning
   What do you need?

2. Choose Your Platforms
   Can this be done?

3. Integrate Channels
   Get Connected

4. Take Action
   Announce. Socialize. Engage. Fundraise

FOUR STEPS TO SUCCESS
## The Shift - Moving from In-person to Online Case Study: Fusion 5k

### Virtual 5k

<table>
<thead>
<tr>
<th>The Challenge</th>
<th>Fusion Hoppy Runner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turn an in-person 5k virtual</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Format</th>
<th>Virtual 5k where users log their mileage and post photos of the run. Communicate in digital community format</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Platforms</th>
<th>Landing page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run Signup</td>
<td></td>
</tr>
<tr>
<td>Facebook (groups)</td>
<td></td>
</tr>
<tr>
<td>Run trackers, Photos</td>
<td></td>
</tr>
<tr>
<td>Google Sheets</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Success/Changes</th>
<th>Able to span event over multiple days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase reach (34 states, 2 countries, 685 runners, 20.5k miles logged)</td>
<td></td>
</tr>
<tr>
<td>Attract additional sponsors</td>
<td></td>
</tr>
</tbody>
</table>
Step 1: Planning

01 Event Format
02 Objective(s)
03 Communication
04 Sponsorships
05 People
## Step 2: Choose Your Platform(s)

<table>
<thead>
<tr>
<th>Event Management/Hosting</th>
<th>Fundraising</th>
<th>Communications + CRM</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoom</td>
<td>Connect2Give</td>
<td>MailChimp</td>
<td>Everwall</td>
</tr>
<tr>
<td>GoToWebinar</td>
<td>Give Lively</td>
<td>Constant Contact</td>
<td>HootSuite</td>
</tr>
<tr>
<td>Tame Events</td>
<td>Little Green Light</td>
<td>Wix</td>
<td>Wordpress</td>
</tr>
<tr>
<td>Facebook Live</td>
<td>Classy</td>
<td>HubSpot</td>
<td>Sprout Social</td>
</tr>
<tr>
<td>Eventbrite</td>
<td>Mobile Cause</td>
<td>Donor Perfect</td>
<td>Tweetdeck</td>
</tr>
<tr>
<td>TicketLeap</td>
<td></td>
<td></td>
<td>Loomly</td>
</tr>
</tbody>
</table>
Step 3: Integrate Channels
Step 4: Take Action - Announce

- Elements needed
  - Landing pages
  - Email
  - Social
  - ToolKits
Step 4: Take Action - Announce

Case Study
Census 2020 - Covid-19

Governor John Carney

Today is Census Day. It’s important that all Delawareans are counted in the 2020 Census to ensure that all available resources are reaching residents in our state who need them most. To make sure you are counted, go online to my2020census.gov or call 1-844-330-2020 to complete your Census form today.

Delaware Census Lt. Governor Bethany Hall-Long State of Delaware - Government

It's Never Been Easier to Complete your Census!

Online:
With your Census ID Code, go to my2020census.gov on your:

- Laptop or Desktop
- Smartphone

By Phone:
Call in your Census response toll-free at:

English: 844-330-2020

2020 Census Operational Adjustments Due to COVID-19

We’re adapting or delaying some of our operations to protect the health and safety of our staff and the public and make sure we get the same population counted another way.
Step 4: Take Action - Socialize

PRE-EVENT
- Social Media Kits
- Unique Hashtags
- Registration Contests

DURING
- Everwall
- Photo Contests
- Social Story Filters
- Sponsorship Takeover
- Facebook Live

POST-EVENT
- Video Highlights
- Testimonials
- Recaps
Step 4: Take Action - Socialize

- Snapchat Filters
- Facebook Profile Frames
- Twitter Takeover

Social Partnerships Facilitating Online Trainings and Meditation Sessions
Step 4: Take Action - Engage
Step 4: Take Action - Fundraise

Tactics

● Donations
● Silent auction
● Raffles
● Contests
● Ticket sales
● Items/purchases (merch)
● Sponsors
Step 4: Take Action - Fundraise

● **Eventbrite**
  - 2% + $0.79 Basic
  - 3.5% + $1.59 Premium
  - No Charge for Free Events

● **Give Lively**
  - Text to Donate
  - Free + 3rd Party Processor

● **Connect2Give / QGive** (TSoup Product)
  - Text Giving - Auctions
  - 3.95% + $0.30 per transaction
Step 4: Take Action - Fundraise

- **Venmo**
  - Mobile App > Small Transactions
  - 3% fee on any amount you send to someone else using a credit card.

- **Paypal**
  - Classic e-Payment > Zoom
  - NPO Discount: 2.2% + $0.30 PT

- **Square Online Store**
  - Start selling online. With options for pickup, delivery, and shipment.
  - 2.6% + 10¢ per transaction
Today’s Discussion - Key Steps

1. **Begin Planning**
   - What do you need?
   - Can this be done?

2. **Choose Your Platforms**
   - What do you need?

3. **Integrate Channels**
   - Get Connected

4. **Take Action**
   - Announce.
   - Socialize.
   - Engage.
   - Fundraise

**FOUR STEPS TO SUCCESS**
Today’s Discussion - Outcomes

01  More Cohesive Strategy
    - This Event
    - Future Events
    - Virtual Hybrid
    - Micro-events
    - Thought Leadership

02  Expanded Communications & Capacity
    - Better Tools
    - Integrations
    - Automations
    - Scalability

03  Improved User & Stakeholder Journey
    - Conversion Driven
    - Better Integrated
    - Updated Design
    - Tracking/Analytics
    - Success Metrics

04  Empowered Staff
    - Connect w/ Audience
    - Increase Reach
    - 24/7 Engagement
    - New Revenue Streams
    - Closer Integration
<table>
<thead>
<tr>
<th><strong>Step 4: Take Action - Funder Relations</strong></th>
<th><strong>Case Study: AHA Alexandria</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Challenge</strong></td>
<td><img src="https://via.placeholder.com/150" alt="American Heart Association" /></td>
</tr>
<tr>
<td>National Walking Day in DC</td>
<td><strong>Join the Step Challenge!</strong></td>
</tr>
<tr>
<td>Cancelled due to Covid</td>
<td><strong>We are challenging you and/or your company to a virtual step challenge!</strong></td>
</tr>
<tr>
<td><strong>Format</strong></td>
<td><strong>Save the date:</strong> April 1, 2020</td>
</tr>
<tr>
<td>Corporate Challenge - To stay active</td>
<td><strong>Virtually from your workspace</strong></td>
</tr>
<tr>
<td>and walk while we are all working from home.</td>
<td>If interested in participating, please contact <a href="mailto:Cayla.DiGiovanni@heart.org">Cayla.DiGiovanni@heart.org</a> for more information!</td>
</tr>
<tr>
<td>&gt; Commit</td>
<td><img src="https://via.placeholder.com/150" alt="Virtual Walking" /></td>
</tr>
<tr>
<td>&gt; Educate</td>
<td><strong>VIRTUAL WALKING</strong></td>
</tr>
<tr>
<td>&gt; Measure - &gt; Report</td>
<td><strong>28 companies and organizations signed up. Last Year 10 companies participated.</strong></td>
</tr>
<tr>
<td><strong>Platforms</strong></td>
<td><strong>this year's event was a big hit!</strong></td>
</tr>
<tr>
<td>Email</td>
<td><strong>2,534,970 steps!</strong></td>
</tr>
<tr>
<td>ToolKits</td>
<td></td>
</tr>
<tr>
<td>Mobile Phone</td>
<td></td>
</tr>
<tr>
<td><strong>Success/Changes</strong></td>
<td></td>
</tr>
</tbody>
</table>
# The Shift - Moving from In-person to Online - NTEN

## Expo/Conference

<table>
<thead>
<tr>
<th><strong>NTEN/NTC</strong></th>
</tr>
</thead>
</table>

## The Challenge

Event canceled for safety concerns, needed to provide value to presenters & sponsors

## Format

Virtual booths & Consultations

## Platforms

Wordpress, Higher Logic, Eventbrite, YouTube, Zoom

## Success/Changes

Rallied their presenters together  
Focus on People not just tech  
Added exhibitors

---

Last month, I opened my introduction to this newsletter by writing, “We all knew that 2020 would be a tough year for many reasons, but here we are at the end of February, and it feels like we’ve been at it for six months already. Who else is tired?”

Well, I miss last month when weariness was the worst problem at hand.

In the weeks since I wrote that, the world has seemingly shrunk. Or perhaps we have simply become aware of how small it always was. COVID-19 has affacted every aspect of life, but we are still at the start of this pandemic.

Most of us in the U.S. and Canada were from our typical day-to-day to quarantine, with organizations having to transform to virtual teams quite literally overnight. Nonprofits have had to make incredibly difficult decisions when government leaders were not stepping in to lead.

We are hearing from nonprofit staff of all sizes and types of organizations that their teams are filled with panic, anxiety, and fear. It’s not without reason. Organizations are trying to figure out how to maintain operations while continuing to serve communities who share their worries.
We're here to help

Website Wellness Assessment
90 seconds is all it takes to get a customized report on the health of nonprofit's website; from SEO to site speed and everything in between.

Website Wellness Consultation
Get the expert guidance you need to improve your website on your own, and trusted advice on your website development strategy and technology.

Digital Marketing Assessment
How does your nonprofit's digital marketing compare? Can you compete? Find out fast! It takes just minutes to complete.

Digital Marketing Consultation
Get the expert guidance you need to choose the right tools and tactics to improve your digital marketing efforts.

Website Wellness Assessment:

Website Consultation and Services:
page.techsoup.org/website-services

Digital Marketing Assessment:
page.techsoup.org/digital-marketing-grader

Digital Marketing Consultation & Services:
page.techsoup.org/digital-marketing-services
Thankyou
Q&A

This is your chance! Use the chat box to ask us any questions you have about this presentation.
Share and Learn

Chat in one thing that you learned in today’s webinar.

Please complete our post-event survey. Your feedback really helps.

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(FB, Instagram, Twitter)

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Join us for our upcoming webinars.

4/14
How to Stretch Your Nonprofit Marketing Budget

4/15
QuickBooks Desktop for Existing Users

4/16
QuickBooks Online for Existing Users

4/21
Transitioning to a Remote Workforce During COVID-19

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www.techsoup.org/community-events
Thank you to our webinar sponsor!

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## The Shift - Moving from In-person to Online - Ladies Get Paid

<table>
<thead>
<tr>
<th>Education</th>
<th></th>
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<tbody>
<tr>
<td><strong>Ladies Get Paid</strong></td>
<td></td>
</tr>
<tr>
<td><strong>The Challenge</strong></td>
<td>Hybrid events</td>
</tr>
<tr>
<td><strong>Format</strong></td>
<td>Online workshops to compliment live events</td>
</tr>
<tr>
<td><strong>Platforms</strong></td>
<td>Zoom &amp; Eventbrite</td>
</tr>
</tbody>
</table>
| **Success/Changes** | Ability to integrate (time savings)  
                           More reach and insight |