



# How to Bring Your Live or In-Person Events Online

April 9, 2020



## Using GlobalMeet

Chat to ask questions

All lines are muted

If you lose your Internet connection, reconnect using the link emailed to you.

You will receive an email with this presentation, recording, and links.



## Get Engaged!

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



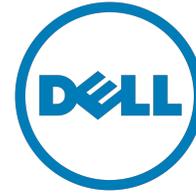
The logo for Box, featuring the word "box" in a lowercase, blue, sans-serif font.The logo for Asana, consisting of three overlapping circles in shades of orange and red above the word "asana" in a lowercase, black, sans-serif font.The logo for Zoom, featuring the word "zoom" in a lowercase, blue, sans-serif font.The logo for DocuSign, featuring the word "DocuSign" in a bold, black, sans-serif font.The logo for Google, featuring the word "Google" in its characteristic multi-colored font.The logo for mobile beacon, featuring the word "mobilebeacon" in a lowercase, blue and orange, sans-serif font, with a stylized antenna icon above the "e". Below the logo is the tagline "4G Internet Access. 4 Nonprofits. 4 Less." in a smaller, black, sans-serif font.The logo for TeamViewer, featuring a blue square icon with a white double-headed arrow inside, followed by the word "TeamViewer" in a blue, sans-serif font.

## 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

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CitySoft  
CleverReach  
ClickTime  
Comodo  
Connect2Give  
Dell  
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Digital Wish  
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Efficient Elements  
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GlobalMeet  
GrantStation  
Headsets.com  
Horizon DataSys  
HR Solutions Partners  
Idealware  
InFocus  
InterConnection  
Intuit  
JourneyEd

Litmos  
Little Green Light  
Mailshell  
Microsoft  
Mobile Beacon  
Nielsen  
NonProfitEasy  
NortonLifeLock  
O&O Software  
Priority  
Quickbooks Made Easy  
Reading Eggs  
Skillsoft

Smart Business Savings  
Society for Nonprofit Organizations  
Sparrow Mobile  
Tableau  
TechBridge  
Tech Impact  
Tint  
Ultralingua  
VMware  
Veritas  
Western Digital  
Zoner

# Presenters

## **Kyle Barkins**

Co-Founder & Chief Innovation Officer, Tapp Network

## **Joe DiGiovanni**

Co-Founder, Tapp Network

## **Nicole Jones**

Content Producer, TechSoup

Assisting with chat:

**Steven Davidson**, TechSoup



## **Kyle Barkins**

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?

**CANCELLED**



# 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](#))

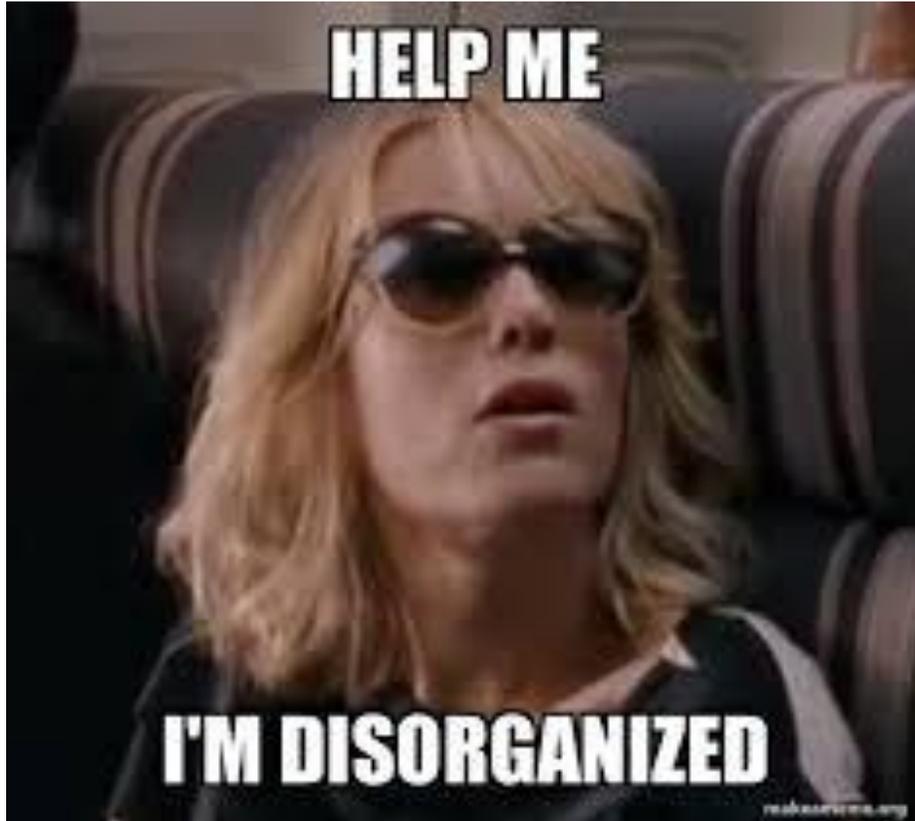
# Today's Discussion - Key Steps



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

Virtual 5k	
	<a href="#">Fusion Hoppy Runner</a>
<b>The Challenge</b>	Turn an in-person 5k virtual
<b>Format</b>	Virtual 5k where users log their mileage and post photos of the run. Communicate in digital community format
<b>Platforms</b>	Landing page Run Signup Facebook (groups) Run trackers, Photos Google Sheets
<b>Success/Changes</b>	Able to span event over multiple days Increase reach (34 states, 2 countries, 685 runners, 20.5k miles logged) Attract additional sponsors

# Step 1: Planning



## Step 2: Choose Your Platform(s)

Event Management/Hosting	Fundraising	Communications + CRM	Engagement
<a href="#">Zoom</a>	<a href="#">Connect2Give</a>	<a href="#">MailChimp</a>	<a href="#">Everwall</a>
<a href="#">GoToWebinar</a>	<a href="#">Give Lively</a>	<a href="#">Constant Contact</a>	<a href="#">HootSuite</a>
<a href="#">Tame Events</a>	<a href="#">Little Green Light</a>	<a href="#">Wix</a>	<a href="#">Wordpress</a>
<a href="#">Facebook Live</a>	<a href="#">Classy</a>	<a href="#">HubSpot</a>	<a href="#">Sprout Social</a>
<a href="#">Eventbrite</a>	<a href="#">Mobile Cause</a>	<a href="#">Donor Perfect</a>	<a href="#">Tweetdeck</a>
<a href="#">TicketLeap</a>			<a href="#">Loomly</a>



# Step 3: Integrate Channels



## Step 4: Take Action - Announce

- Elements needed
  - Landing pages
  - Email
  - Social
  - ToolKits



LYRICS TO LIVE BY:

— #236 —

**“YOU BETTER START SWIMMIN’  
OR YOU’LL SINK LIKE A STONE FOR  
THE TIMES THEY ARE A-CHANGIN’.”**

BOB DYLAN, THE TIMES THEY ARE A-CHANGIN’

# Step 4: Take Action - Announce

# Case Study Census 2020 - Covid-19



2020CENSUS.GOV > News & Events > 2020 Census Operational Adjustments Due to COVID-19

## 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.

**Governor John Carney** 3 hrs · 🌐

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](https://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

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**It's Never Been Easier to Complete your Census!**

**Online:** With your Census ID Code, go to [my2020census.gov](https://my2020census.gov) on your:  Laptop or Desktop  Smartphone

**By Phone:** Call in your Census response toll-free at: **English: 844-330-2020** 

OR

**The Teen Warehouse** was live. 45 mins · 🌐

Census 2020! Get Counted Today! #DelawareCounts #RiversideCounts #TheWarehouseCounts #KingswoodCommunityCenterCounts #REACHRiversideCounts

**Today is Census Day!**  
April 1, 2020

A man in a blue jacket stands next to a laptop displaying the same "Today is Census Day!" message. The background shows a wall-mounted TV also displaying the message.

## Step 4: Take Action - Socialize

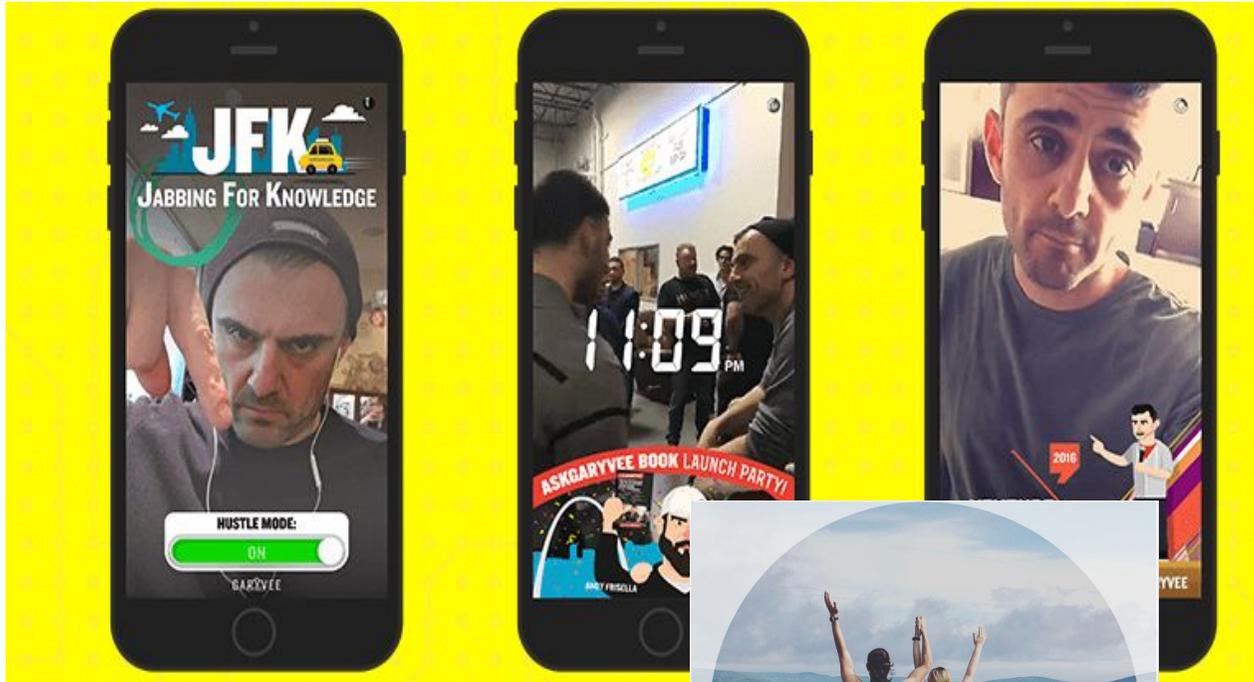


- Social Media Kits
- Unique Hashtags
- Registration Contests

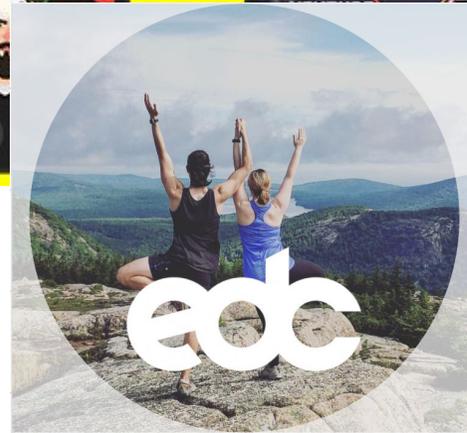
- Everwall
- Photo Contests
- Social Story Filters
- Sponsorship Takeover
- Facebook Live

- Video Highlights
- Testimonials
- Recaps

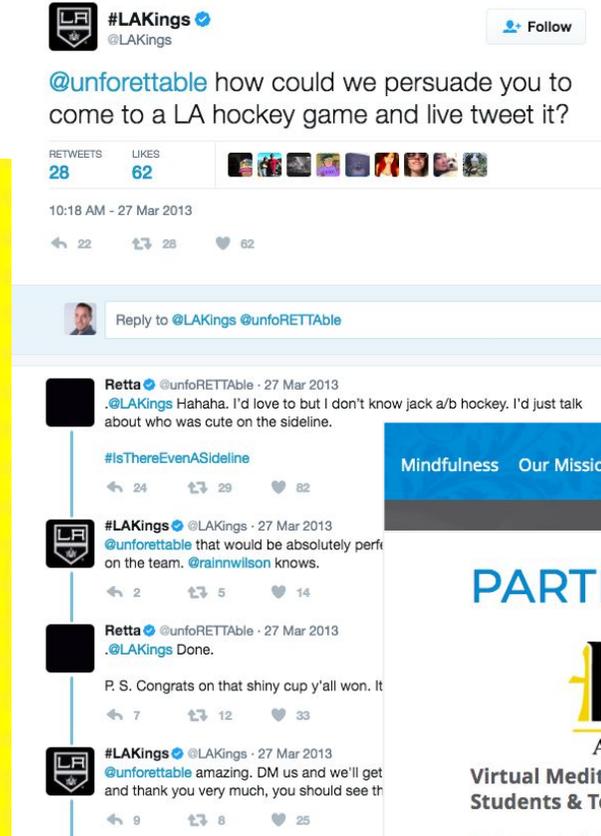
# Step 4: Take Action - Socialize



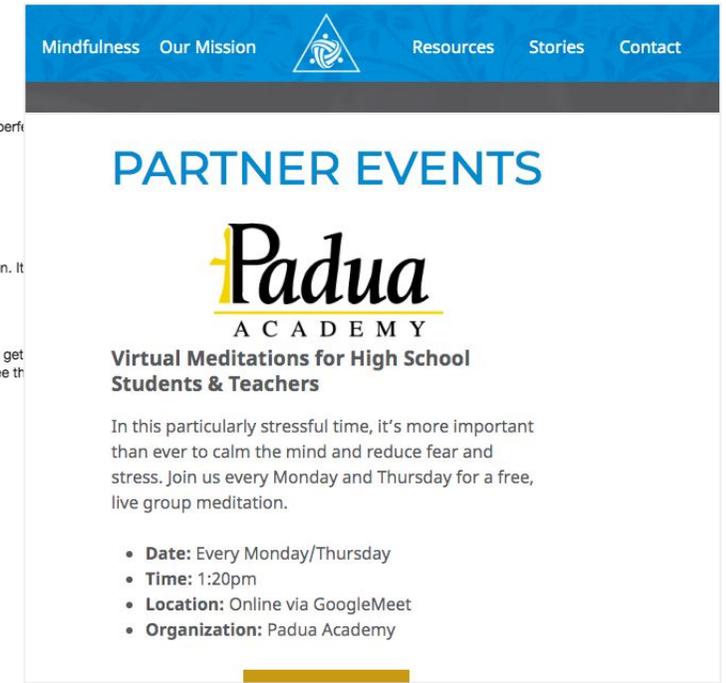
Snapchat Filters



Facebook Profile Frames

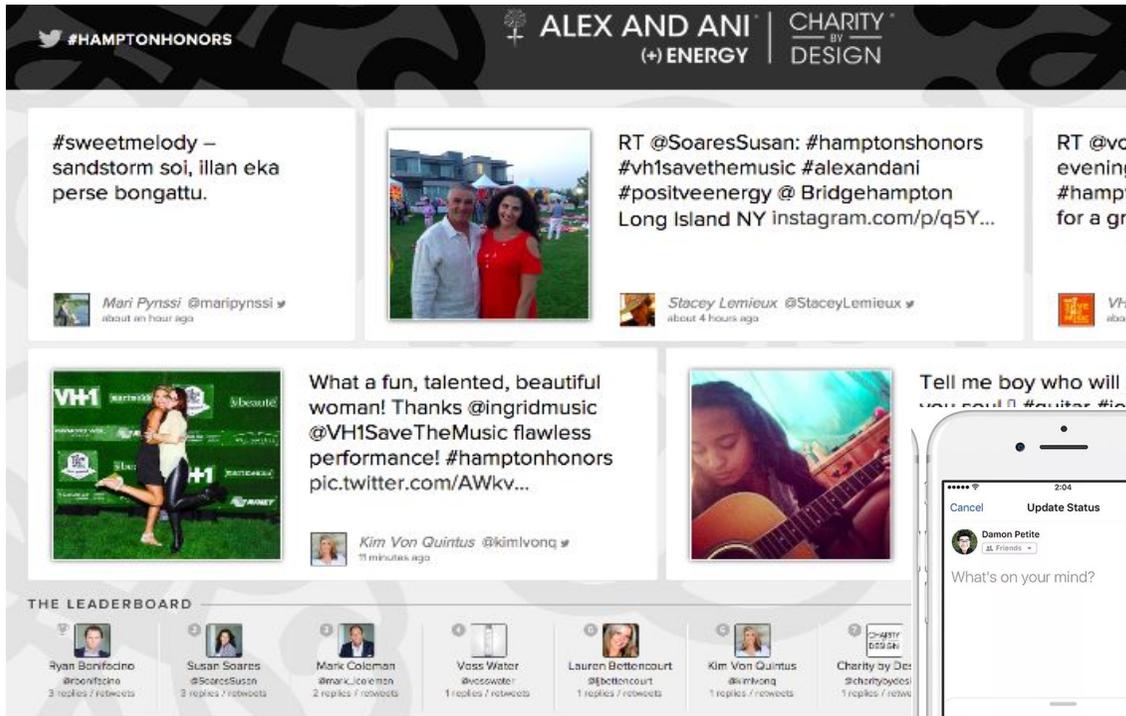


Twitter Takeover



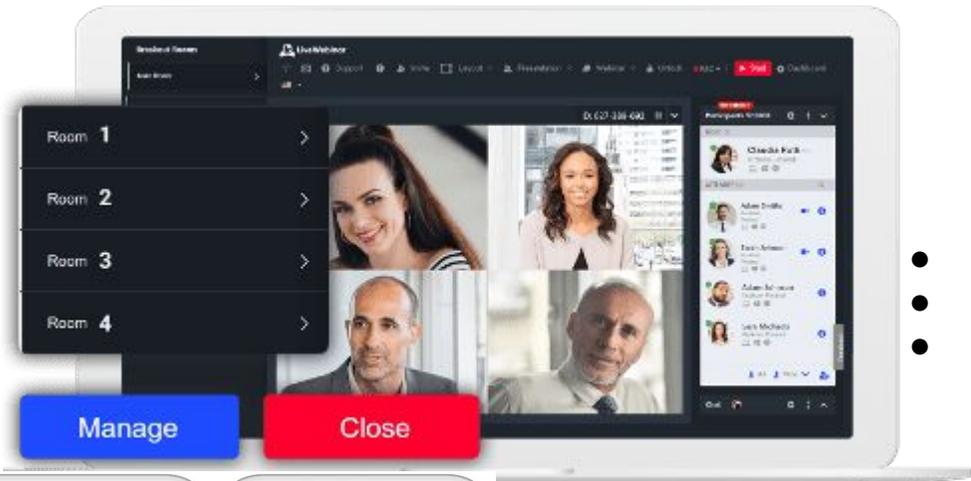
Social Partnerships Facilitating Online Trainings and Meditation Sessions

# Step 4: Take Action - Engage

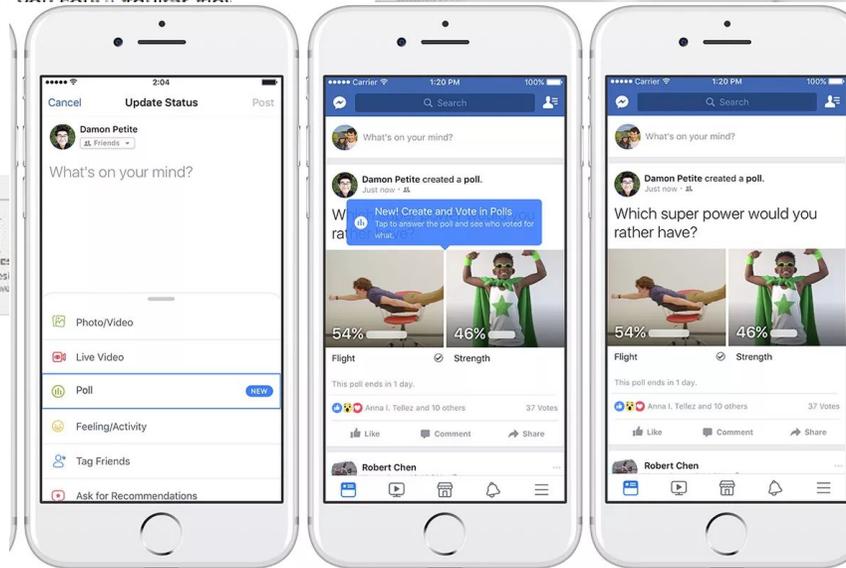


- Social Media Wall
- Leaderboards

- Icebreakers
- Contests
- Polls



- Chat
- Video
- Break-out rooms



- Automation Post Event



# Step 4: Take Action - Fundraise

## Tactics

- Donations
- Silent auction
- Raffles
- Contests
- Ticket sales
- Items/purchases (merch)
- Sponsors

The screenshot shows two overlapping web pages. The background page is an event listing for the 'Nonprofit Digital Strategy Virtual Summit' on Tuesday, April 28, 2020, from 10:00 AM to 5:00 PM EDT. It features a 'Tickets' section for 'General Admission' which is 'Free' and 'Sales end on Apr 27, 2020'. A quantity selector shows '2' tickets. Below this is a 'Donations' section for 'Pay What You Can' with a note that 'Fees will be calculated before you place your order' and 'Sales end on Apr 27, 2020'. The page is powered by Eventbrite. The foreground window is a browser displaying a 'Partner Experience' confirmation page from PayPal at the URL 'https://www.paypal.com/partnerexp/congrats'. It features the PayPal and Zoom logos and a message: 'Thanks for signing up! You now have a account, and you've successfully integrated PayPal with Zoom Video Communications.' There are two buttons: 'Return to Zoom Video Communications' and 'Complete your PayPal account setup'. The footer of the PayPal page includes copyright information and links for Privacy, Legal, and Policy updates.

# Step 4: Take Action - Fundraise

- **Eventbrite**

- 2% + \$0.79 Basic
- 3.5% + \$1.59 Premium
- No Charge for Free Events

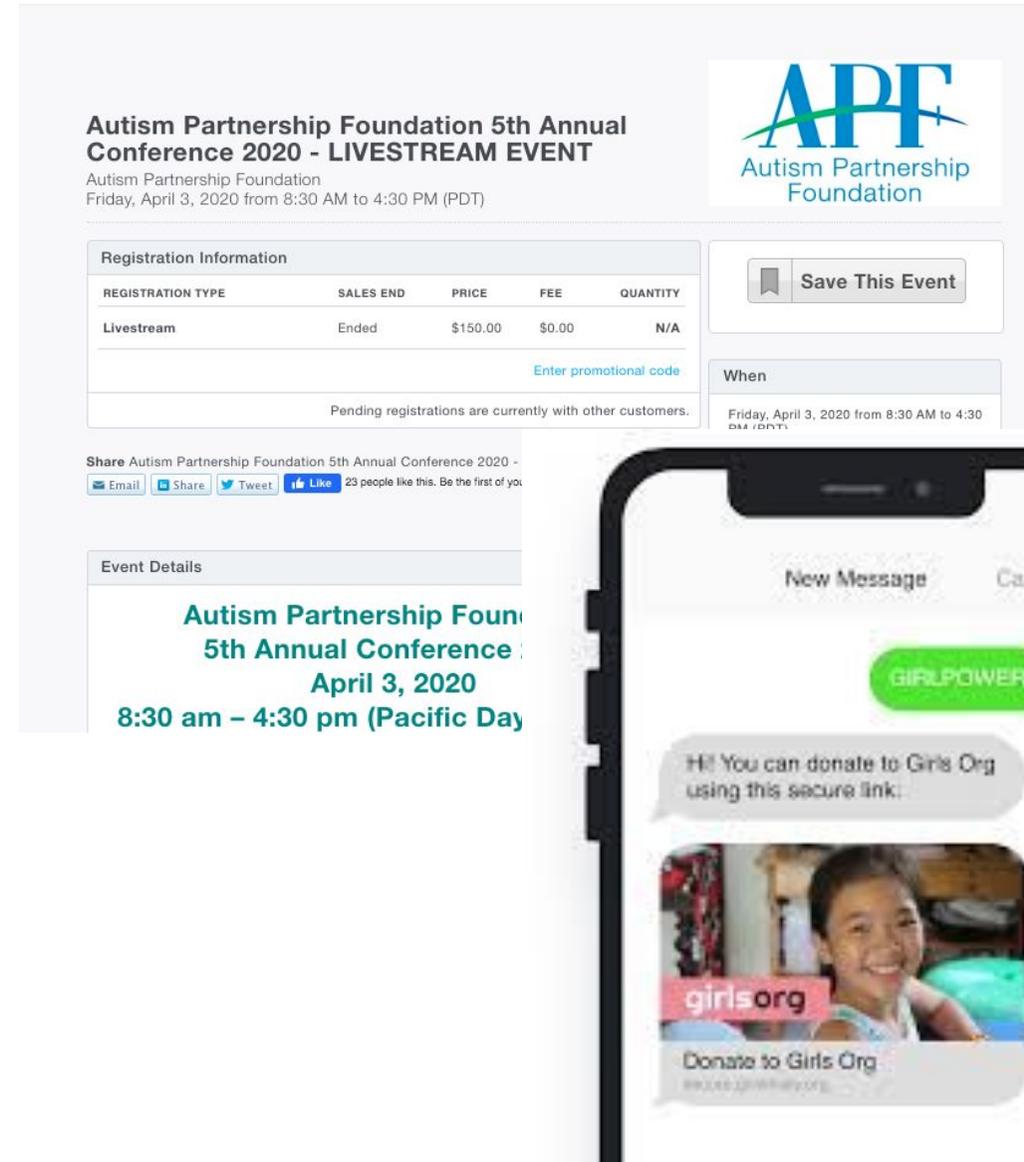
- **Give Lively**

- 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



# Today's Discussion - Outcomes

01

## More Cohesive Strategy

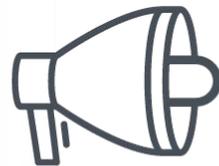
This Event  
Future Events  
Virtual Hybrid  
Micro-events  
Thought Leadership



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



# Step 4: Take Action - Funder Relations

# Case Study: AHA Alexandria

<b>The Challenge</b>	National Walking Day in DC Cancelled due to Covid
<b>Format</b>	Corporate Challenge - To stay active and walk while we are all working from home. > Commit >Educate > Measure - > Report
<b>Platforms</b>	Email ToolKits Mobile Phone
<b>Success/Changes</b>	<b>28 companies and organizations signed up. Last Yeat 10 companies participated.</b> this year's event was a big hit! <b>2,534,970 steps!</b>

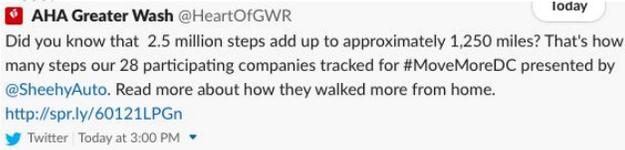


## Join the Step Challenge!

We are challenging you and/or your company to a virtual step challenge!

Save the date: April 1, 2020  
Virtually from your work space

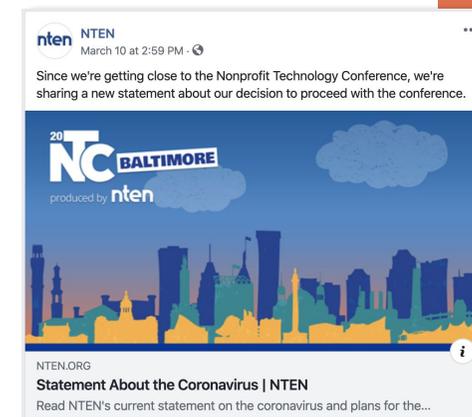
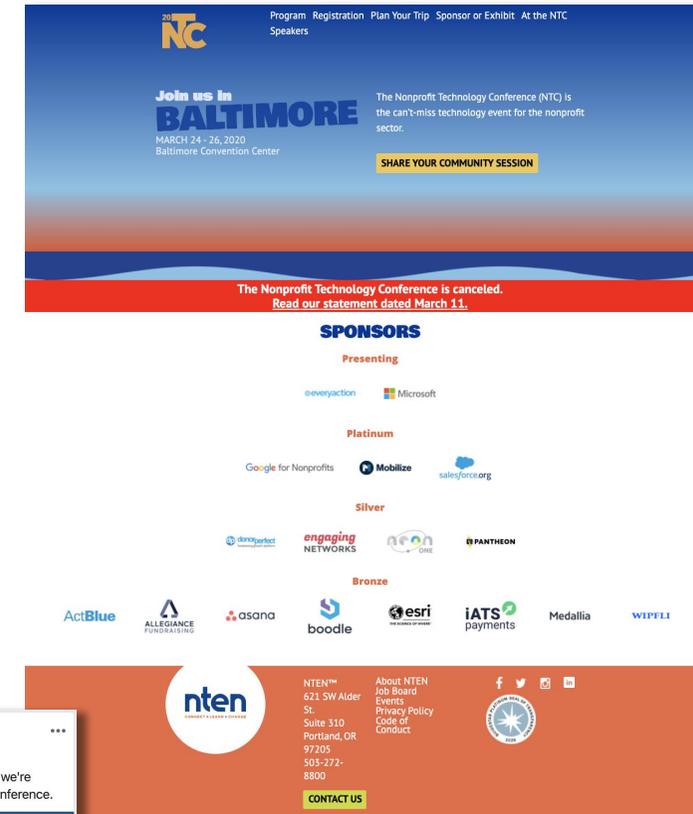
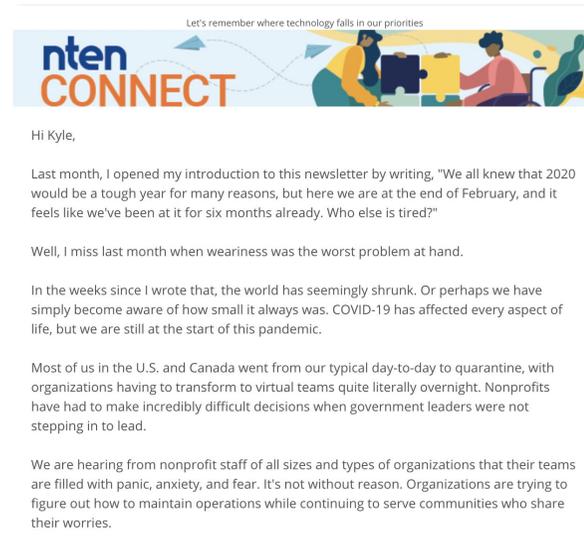
If interested in participating, please contact Cayla.DiGiovanni@heart.org for more information!



**VIRTUAL WALKING**

# The Shift - Moving from In-person to Online - NTEN

Expo/Conference	
	<a href="#">NTEN/NTC</a>
<b>The Challenge</b>	Event canceled for safety concerns, needed to provide value to presenters & sponsors
<b>Format</b>	Virtual booths & Consultations
<b>Platforms</b>	Wordpress, Higher Logic, Eventbrite, YouTube, Zoom
<b>Success/Changes</b>	Rallied their presenters together Focus on People not just tech Added exhibitors



HAPPY

HOURLY

# 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 Assessment

<http://bit.ly/website-wellness>

### Website Consultation and Services:

[page.techsoup.org/website-services](http://page.techsoup.org/website-services)



## 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 Assessment:

[page.techsoup.org/digital-marketing-grader](http://page.techsoup.org/digital-marketing-grader)

### Digital Marketing Consultation & Services:

[page.techsoup.org/digital-marketing-services](http://page.techsoup.org/digital-marketing-services)



## Digital Marketing Consultation

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

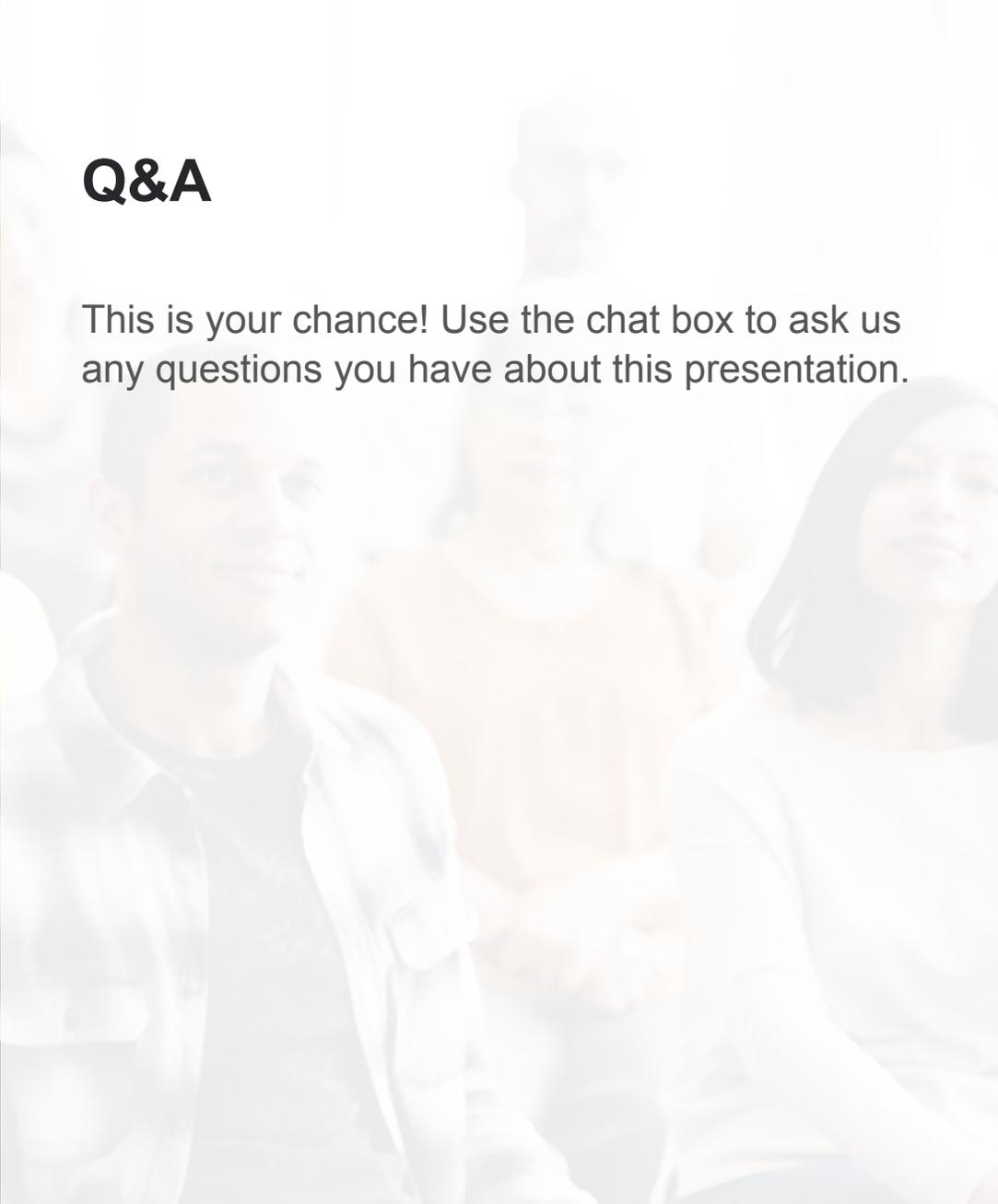


Thankyou



## 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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**4/15**

QuickBooks Desktop for Existing Users

**4/16**

QuickBooks Online for Existing Users

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Transitioning to a Remote Workforce During COVID-19

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Please complete the post-event survey that will  
pop up once you close this window.



# GlobalMeet

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

## Education

[Ladies Get Paid](#)

### The Challenge

Hybrid events

### Format

Online workshops to compliment live events

### Platforms

Zoom & Eventbrite

### Success/Changes

Ability to integrate (time savings)  
More reach and insight