

VIRTUAL EVENT RESOURCES

TOPICS

[VIRTUAL EVENT MANGEMENT: THE KNOW BEFORE YOU GO](#)

The critical importance of communicating with your patrons ahead of your virtual event through the “Know Before You Go” document including a template.

[NEW WAYS TO ENGAGE WITH SPONSORS](#)

Find creative ways to involve your patrons and sponsors in the marketing of your virtual event.

[THE PERFECT PIVOT: SUCCESS STORIES & LESSONS LEARNED](#)

How to successfully prepare your organization for success in this “new normal” of fundraising.

[SOCIAL MEDIA HEALTH CHECK LIST](#)

Where does your organization’s social media health stand?

[CHOOSE THE RIGHT MOBILE BIDDING PLATFORM](#)

Use this checklist to determine which mobile bidding platform is the best fit for your organization.

[FIVE WAYS TO IMPROVE YOUR VIRTUAL EVENT PRE-MARKETING](#)

The most effective marketing methods to utilize during your pre-event marketing efforts.

[GET CREATIVE WITH YOUR VIRTUAL EVENTS](#)

Five creative virtual event ideas to attract guests and stand out.

[MAXIMIZE YOUR MOBILE BIDDING EFFORTS](#)

Five tips that are sure to maximize the mobile bidding at your event.

[GET CREATIVE AND COMPETITIVE TO MAXIMIZE SPONSORSHIP GIVING](#)

Two sure-fire ways to engage your sponsors at your event. Although this article was written pre-pandemic, the two concepts have proven to be highly successful for virtual events.

[LOOK NO FURTHER: THE ULTIMATE FUND-A-NEED STRATEGY](#)

The most effective fund-a-need strategy to keep momentum going at your virtual event.

[HOW TO ENGAGE WITH SPONSORS DURING YOUR VIRTUAL EVENT](#)

Sure-fire approaches that are sure to improve the levels of engagement amongst your sponsors.

HOW TO GAIN MEDIA ATTENTION FOR YOUR NONPROFIT AND YOUR EVENTS

How to gain the media's attention through storytelling.

ELIMINATE THE FLUFF: WHAT TO DO IF YOU HAVE TOO MANY AUCTION ITEMS

Tips to help you narrow down your items to maximize giving.

HOW TO THANK YOUR SUPPORTERS

Take a look at the process of thanking your sponsors, guests, volunteers, and all other patrons related to your fundraising events.

THE SCIENCE OF THE LIVE AUCTION

Valuable tips that will ensure a successful live auction for your nonprofit organization.

HOW MANY ITEMS SHOULD I HAVE IN MY SILENT AUCTION TO CREATE BIDDING WARS

The formula to give you the perfect number of items that will assure the right amount of competition, which leads to bidding wars at your event.

FIND THE RIGHT NAME FOR YOUR OPEN ASK

Picking a name for your 'open ask' may seem like a minor detail in your planning process, but it's these small elements that can lead to successful end results for your fundraising event.

DO MORE WITH YOUR SPONSORSHIP LEVEL NAMES

Consider livening things up a bit with some inventive titles that will add a fun touch to your event.

SOCIAL MEDIA SCHEDULING TOOLS- WHAT ARE THEY AND WHY DO YOU NEED THEM

It is essential to have a social media presence. Ramp up your social media presence without adding any additional manpower or cost to your marketing strategy.

THE INGREDIENTS OF A PERFECT INTRODUCTION VIDEO

This blog entry will give you some tips and tricks to help your non-profit organization produce high-quality video content that will better connect with your audience.

QR CODES: HOW TO UTILIZE THEM BEFORE, DURING AND AFTER YOUR FUNDRAISING EVENT

In this blog, we will give you a few quick suggestions to get your organization started with QR codes if needed. We will also offer some creative suggestions on how to use these QR codes to raise funds before, during, and after your fundraising events.

[ACT NOW! THE IMPORTANCE OF URGENCY AT SILENT AUCTIONS](#)

In this blog, we will talk about the secret ingredient to a successful auction... urgency, and how to establish an **urgent tone** at your next silent auction event. This can make the difference between just meeting the starting bids versus encouraging your donors to competitively bid up your items.

[USE YOUR WORDS: TIPS FOR WRITING VIRTUAL AUCTION DESCRIPTIONS](#)

One of the main goals of this blog will be centered around the continual fine-tuning of the planning process as it relates to a virtual fundraising event. In this particular blog entry, our focus will be writing virtual auction item descriptions.

[THE PSYCHOLOGY BEHIND THE BID](#)

Getting inside the mind of your silent auction bidders and understanding the reasoning of why people bid on items.

[EMAIL MARKETING TECHNIQUES THAT WILL LEAD TO BETTER FUNDRAISING RESULTS](#)

Learn how to fully utilize this communication tool in a way that garners the best results for your future fundraising appeals.

[THE VIRTUAL PAIRING PARTY](#)

A new spin on a fundraising golf tournament utilizing the best of both- in-person and virtual.

[10 TIPS TO CREATING BID WORTHY AUCTION ITEM PHOTOS](#)

Catch your viewers' eyes with photos that stand out and garner the highest bids.

[HOW TEXT MESSAGES CAN MAXIMIZE BIDDING AT A VIRTUAL OR IN-PERSON EVENT](#)

The text message is a simple way to communicate on your terms. Learn how to utilize texting to increase fundraising event revenue.

