

Events and Lessons Learned From 2020



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Agenda

- Welcome and Introductions
- Defining Your Goals
- Determine Your Event Experience
- Types of Events
- Platform Options
- Preparing for the Event
- Increasing Engagement
- Lessons Learned from 2020



Kaitlin Guthrow, Communities Foundation of Texas

Support@NorthTexasGivingDay.org



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**Gena Dellett,
Skvare**

gena@skvare.com



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20 Seconds about Skvare

(pronounced SQUARE)

We help others help others

- Technology Strategy
- Web Hosting
- Ongoing Support
- Mail Services

<https://skvare.com>



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Get Support - NTGD Prizes

Understanding your nonprofit's Google Analytics: Find out who's coming to your site and where they are going

Better Fundraising with Better Data: Understand the data you already have and how you can use it better

CRM Review: Share your current pain points to unlock your CRM's hidden potential

Website Performance Review: Get tips for how you can make your site faster, perform better in search, and be more accessible for all audiences.



Define Your Goals

Ask the Big Questions

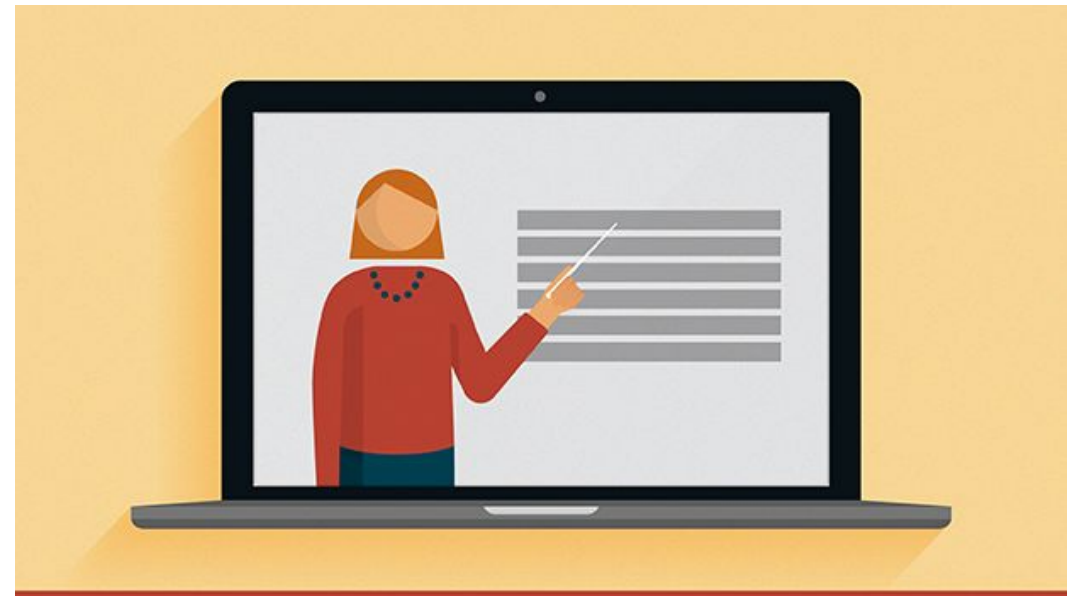
- Why are you hosting this event?
- What is the biggest need from the event?
- What are three accomplishments to achieve by the end of the event?
- Who is our target audience for the event?



Determine Your Event Experience

Presentation or Speaker:

This experiences allow viewers to passively engage with curated content.



Determine Your Event Experience

Networking:

This allows viewers to engage with each other via breakout rooms or other interactions.



Determine Your Event Experience

Entertainment:

Consider a concert or performance. These events allow your viewers to passively engage with your organization and can easily be shared with their networks!



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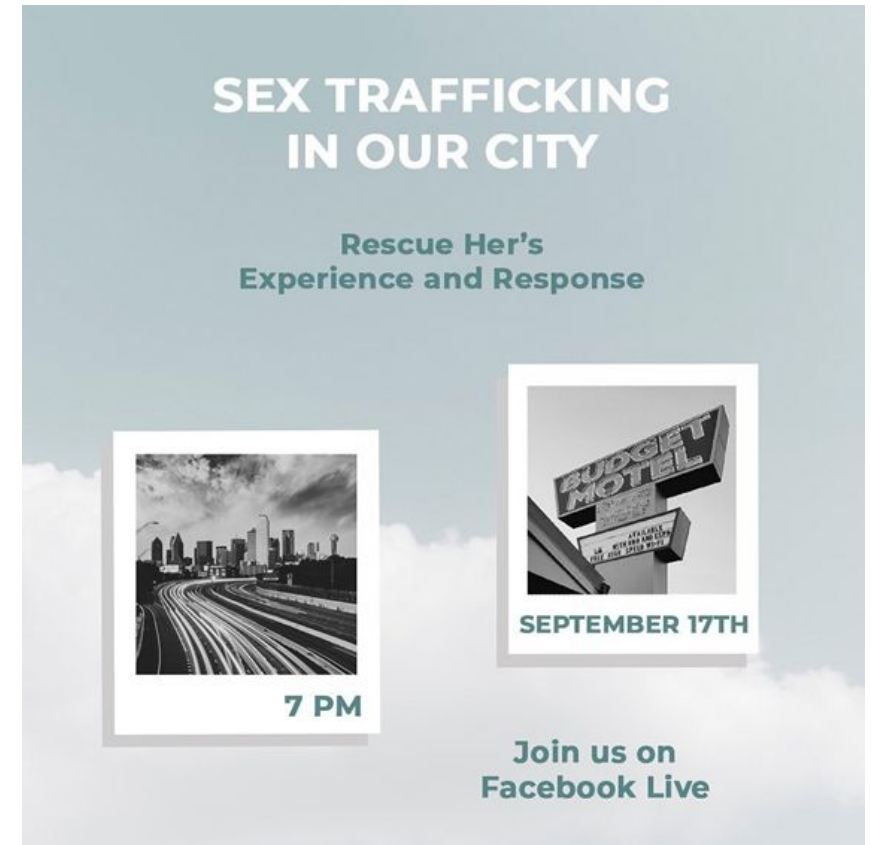
Types of Events - Virtual

A virtual event is an event where all activities occur online or in a digital space as opposed to a physical venue.



Rescue Her Facebook Live Event

- Virtual tour that provides a real-life glimpse of what human trafficking looks like locally
- Approach was personal as if participants were in a car with Rescue Her staff
- Promoted engagement through practical calls to action (volunteering, recognizing, reporting, and financially supporting)



Types of Events - Simulive

Simulive events are pre-recorded events that are then broadcasted as live. These type of events provide logistical benefits.



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Types of Events - Hybrid

These events combine components of both a physical and virtual event.

While the physical event is taking place it is also being broadcasted virtually for a remote audience.

The goal of this event is to provide the same experience to both audiences.



Platform Options

- Zoom
- YouTube Live
- Facebook Live
- Vimeo
- What other options have worked for you?



Preparing for the Event

Audience: Over-communicate instruction on how to “log-on” to the virtual experience. Don’t forget to send reminders and provide a digital map of the virtual experience.

Speakers & Hosts: Test technology early and often. Make sure your speakers and hosts are well acquainted with the run of show. Consider doing a practice run in the days leading up to the event.



Increase Engagement - Storytelling

Storytelling allows viewers to connect deeper with your mission. By creating a deep connection, you will create a more meaningful and impactful experience.

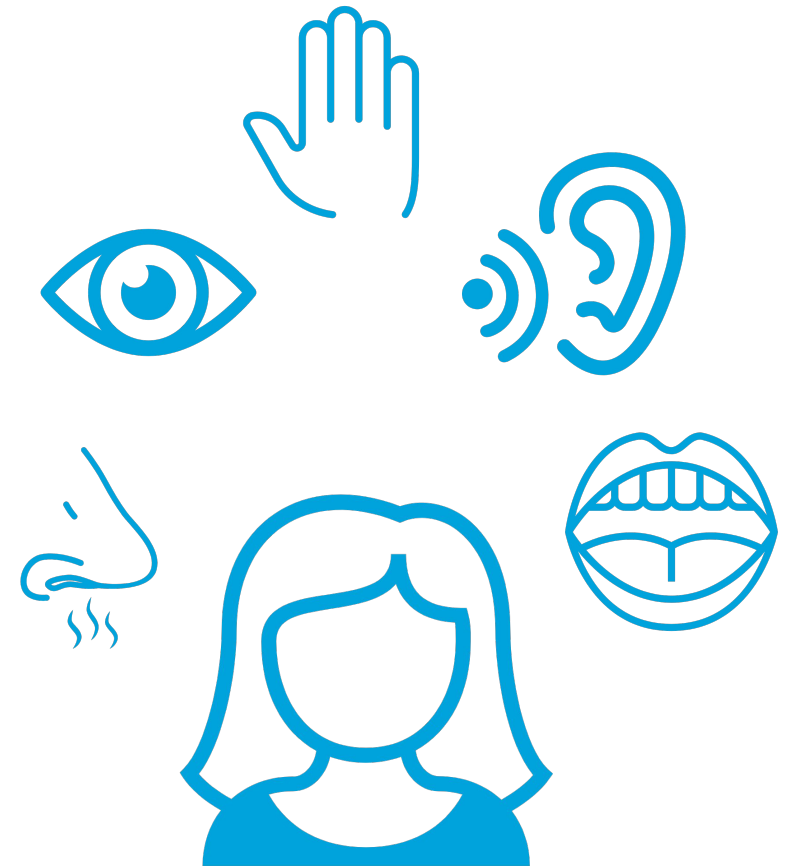


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Increase Engagement - Multisensory

Consider providing items that your attendees can enjoy during the event. By engaging their senses, viewers are more likely to remember the occasion and remain engaged.



Increase Engagement - Keep it Short & Sweet

Pro tip: Aim to have your virtual event run for no more than an hour, unless you have engagement opportunities incorporated like a game or a breakout room activity.



Increase Engagement - Make it Social

Allow viewers to add reactions and comments in the chat feature.

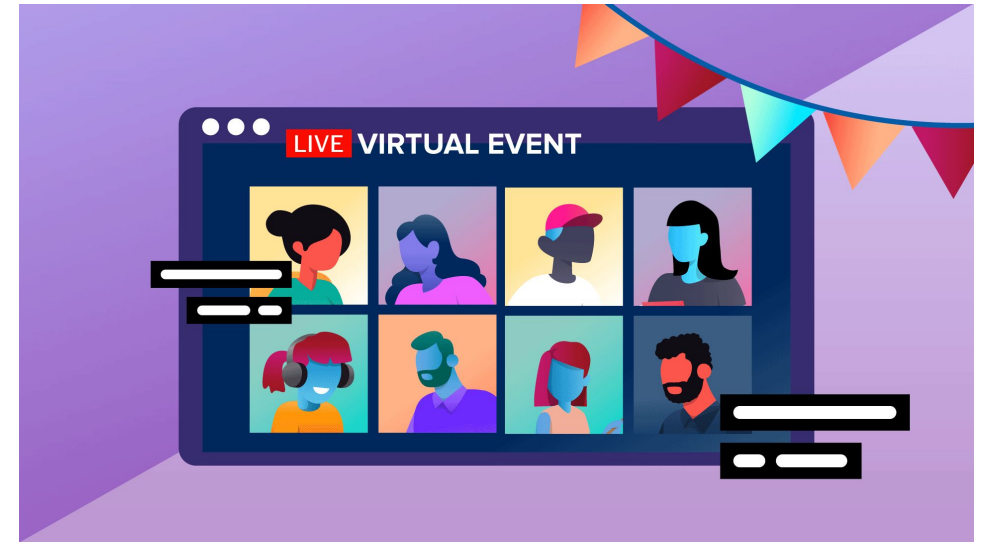
Utilize breakout rooms for guests to network.

Create an event hashtag for viewers to engage on their social media platforms!



Other VIRTUAL Engagement Ideas

- Auction
- Photo Collage
- Interactive Quiz
- Mentimeter/Zoom Poll
- Photo Booth
- Trivia Game
- Scavenger Hunt



Utilize the Data

Ticket Sales & Registration:

Metrics will help determine your marketing campaign effectiveness.

- Did your marketing strategies work?
- Did you communicate efficiently how to log-on?
- How many viewers used your hashtag, commented in the chat, or shared the event?



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Utilize the Data

Amount of Viewers and Time Spent Attending:

By cross-referencing the amount of time an average viewer spent on the virtual event with the overall engagement of viewers, your organization will be able to determine what parts of your events were well attended and had the most viewer engagement.



Utilize the Data

Impact on Your Goals:

Determining what the goal of your event is will help you understand whether your event was a success or not. Was the goal to increase donations? Raise brand awareness? Build connections between stakeholders?



Lessons Learned from 2020

- More people attended events for organizations both in-state and out-of-state
- Nonprofits can spend less on virtual events but raise more dollars
- Events have a longer lifespan
- Data can still be provided on attendees
- There can be a greater ROI on events

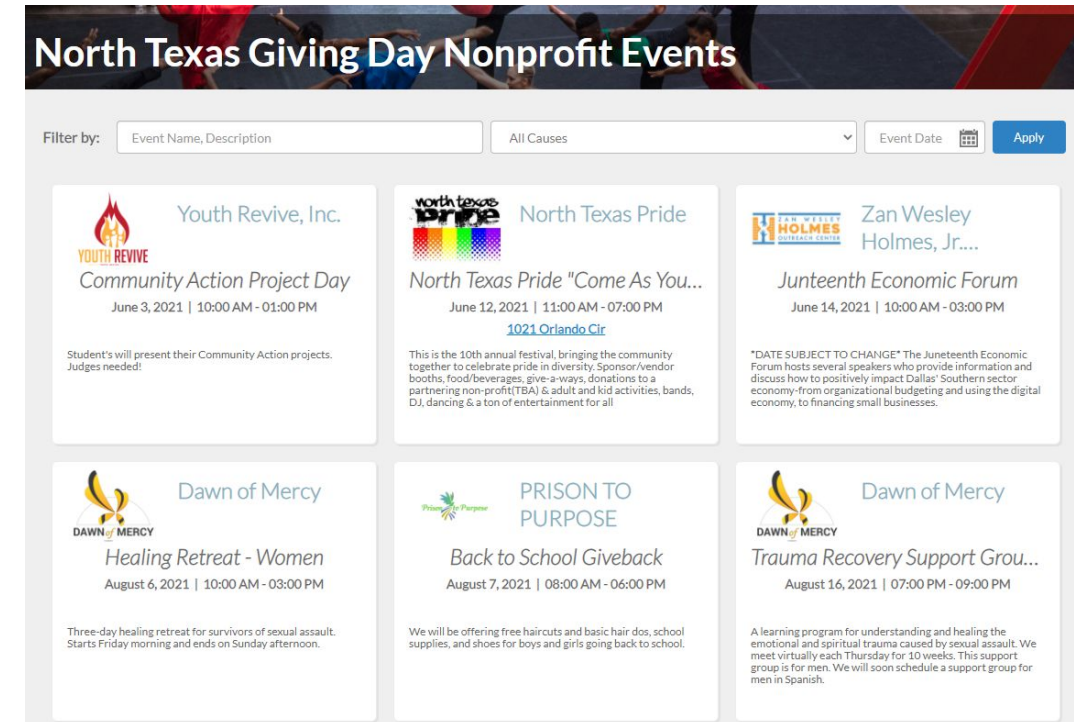
Additional Resources

- Planning for post-event before the event
- Support & Community: [TechSoup Connect North Texas Community](#)
- [Additional Online Event Success Metrics](#)



North Texas Giving Day Events

- Check out the events section of website!



North Texas Giving Day Nonprofit Events

Filter by:

| Event Name | Date | Time | Description |
|--|-----------------|---------------------|--|
| Youth Revive, Inc. Community Action Project Day | June 3, 2021 | 10:00 AM - 01:00 PM | Student's will present their Community Action projects. Judges needed! |
| North Texas Pride North Texas Pride "Come As You..." | June 12, 2021 | 11:00 AM - 07:00 PM | This is the 10th annual festival, bringing the community together to celebrate pride in diversity. Sponsor/vendor booths, food/beverages, give-a-ways, donations to a partnering non-profit(TBA) & adult and kid activities, bands, DJ, dancing & a ton of entertainment for all |
| Zan Wesley Holmes, Jr... Juneteenth Economic Forum | June 14, 2021 | 10:00 AM - 03:00 PM | "DATE SUBJECT TO CHANGE" The Juneteenth Economic Forum hosts several speakers who provide information and discuss how to positively impact Dallas' Southern sector economy-from organizational budgeting and using the digital economy, to financing small businesses. |
| Dawn of Mercy Healing Retreat - Women | August 6, 2021 | 10:00 AM - 03:00 PM | Three-day healing retreat for survivors of sexual assault. Starts Friday morning and ends on Sunday afternoon. |
| PRISON TO PURPOSE Back to School Giveback | August 7, 2021 | 08:00 AM - 06:00 PM | We will be offering free haircuts and basic hair dos, school supplies, and shoes for boys and girls going back to school. |
| Dawn of Mercy Trauma Recovery Support Group... | August 16, 2021 | 07:00 PM - 09:00 PM | A learning program for understanding and healing the emotional and spiritual trauma caused by sexual assault. We meet virtually each Thursday for 10 weeks. This support group is for men. We will soon schedule a support group for men in Spanish. |



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Have Questions?

- Check out the “Resources” section on the website
- Review the Frequently Asked Questions section of the website
- Reach out to the team at Support@NorthTexasGivingDay.org

