



WE ARE IMMEDIATE!

WEB DESIGN AND DIGITAL MARKETING

A large crowd of people is visible at the bottom of the frame, their hands raised in celebration. Above them, a massive amount of colorful confetti (pink, blue, yellow, and white) is falling from the top of the image, creating a dense, festive atmosphere. The background is dark, making the falling confetti stand out.

Your Successful Virtual Gala

Developed by Lori Shecter

We Are Immediate

What you need to be successful

- People that can help you make it happen
- Your experience : editing event
- Technology: Accepting donations (online, text, phone) website
- Technology: How will you air it (Live via Zoom, Facebook or other.)
- Sponsor interest
- Raffle and auction items
- Honorees
- Client videos
- Budget to promote
- People making phone calls to help sell event tickets and Raffle items





STEP 1:

Get your team together. It is important to have people that can help support the vision for your Gala and who are willing to pitch in and help.





STEP 2:

Evaluate your past gala revenue.
Identify highest revenue points.

- Ticket sales
- Raffle
- Auction
- Donations
- Text to Donate
- Sponsors



Review past 4 years to
analyze profitable
elements

- Most revenue is coming from
- Sponsorships
- Raffle Tickets
- Ticket Sales

(After board donation)

	4-Average
Individual ticket sales 4 Years	\$ 6,000.00
Tickets for seniors	\$ 700.00
Sponsorships	\$ 22,000.00
Raffle	\$ 9,500.00
Auction	\$ 500.00
Donations	\$ 6,000.00
Board Gift Card Donation	\$ 7,500.00
Total income	
Expenses	\$ (6,000.00)
Net	\$ 46,200.00

STEP 3: Event programming

Your Gala needs to be run much like an awards show. Important:

1. Keep it around 1 hour or less
2. Make sure each segment is under 5 minutes
3. Thread your call to action (buy a Raffle ticket, text to donate, or donate on your website) on an overlay
4. Have some entertainment segments (music, dancer, comedian) sprinkled throughout.
5. Raffle winners can be live



Benefits and great news

Your gala can run for a long time in various online places like

- All social media – FB (and stories), Instagram (and stories, YouTube, LinkedIn, Twitter, etc
- Your website

The footage that you collect for your gala can be edited into : 30 – 1:00 pieces for repurposed throughout the year



STEP 4:

Choose a theme and pick segment types

Live Intros –Pre-Recorded – And Produced

- Intro toward Honorees and honoree speeches
- Entertainment
- Thank you to sponsors
- Client videos
- Staff Videos
- Call to donate and buy raffle tickets

Live Elements

- Live auction; auction winners
- Raffle Ticket Winners



Example Schedule = New Opportunities

- Opportunity to be authentic
- No one cares about cell phone production , in fact, it's become the norm.
- Client videos
- New entertainment
- No need for “big names” why not honor your staff?

SEGMENT 1	Minutes
Opening and Welcome	2
Intro of Raffle	1
Intro of Entertainment 1	1
Entertainment	5
Sponsor 1 Intro and video	1
Intro of Honoree Number 1	1
Honoree Number 1 speech	2
Intro to Client Video	1
Video	3
Total	17

SEGMENT 2	Minutes
Raffle announcement	0.5
Intro of Honoree Number 2	1
Honoree Number 2 speech	2
Intro to Client Video	1
Client Video	3
Raffle announcement	0.5
Intro of Honoree Number 3	1
Honoree Number 3 speech	2
Sponsor 2 Intro and video	2
Intro Entertainment 2	0.5
Entertainment	4
	17.5

SEGMENT 3	Minutes
Raffle announcement	0.5
Intro of Honoree Number 4	1
Honoree Number 4 speech	2
Intro to Client Video	1
Client Video	3
Raffle announcement	0.5
Intro of Honoree Number 5	1
Honoree Number 5 speech	2
Sponsor 3 Intro and video	2
Introducing Entertainment	0.5
Entertainment	4
	17.5

SEGMENT 4	Minutes
Raffle announcement	0.5
Intro of Honoree Number 6	1
Honoree Number 6 speech	2
Raffle Raffle Winners	8
End and Thank You	3
	14.5

TOTAL PROGRAM	66.5
----------------------	-------------

The right technology

There is a lot of free technology, but you might need to hire someone to help with pre-production. Here are suggested requirements

- Videotaping: Mobile phone, Zoom.Us
- Editing: Free apps or professional editor
- Donation Software: Use your current software. We use GiveWP and here is an example
- Raffle software: Most donation software offers something you can use. We use WordPress plugin GiveWP.
- Text to donate: Give Lively – Free version– We are loving that right now
- Your website: should be able to add pages to feature the video, robust sponsor pages, registration for the gala

Note: Most of these page are not live, but just examples

Website gala registration landing page

Website registration payment page

Website donation page

Website Sponsor Landing Page

Website Sponsor Detail Page

Website Raffle landing page

Website Raffle purchase page

Collecting Video Content

If you can't get in front of your talent/people/honorees, they will have to video tape themselves. Two ways to video tape:

- Using mobile device
- Using your computer
- Having someone video tape you OR use a tripod is key.

Great video on how to make your videos look professional from home:
<https://www.youtube.com/watch?v=1X3480PRhZ4>



Sharing/Broadcasting your Gala

There are many ways to share your gala, and it will depend on whether you are charging to enter the event (and want it private) or, if you are going to broadcast it LIVE for everyone – more like a telethon format.

Zoom: The most widely used event / meeting platform

Google Meetings: Free and control visits

Facebook Live: Live (for live events)

Facebook pages and groups

YouTube

Instagram Live

Go to Webinar



The Raffle

Prizes Featured online

- People should be able to buy raffle tickets via your website. For example
<https://www.riverstonenyc.org/donations/raffle/>
- Winners announced at the live event

Marketing:

- Facebook
- Email
- Telephone calls





Auction

There is a lot of free-auction software and many that can fit your needs.

<https://www.capterra.com/auction-software/>

- Live – text to bid
- Online – ongoing silent auction

Marketing: Email blasts and social media advertising



May 31 - June 2

With Ticket Purchase

- Evaluate the “donation” required to attend the event
- Purchase of the ticket can be accompanied by either gift certificates for local restaurants, Uber Eats Food Delivery
- Grub Hub is looking to save local restaurants – maybe we can talk to them
- Wine or Gift Delivery from a “Harry and David” type of product
- No food – ticket is solely based on donation and we save money



Sponsorships: More than just a logo

Different levels of sponsorships will be available to completely showcase each vendor. Discuss directly with sponsor what THEY want.

- Listing and full pages on the website
- Links back to their website
- Video features of vendor telling why they sponsor Riverstone
- Co-branded social media posts across FB, Linked-In and Twitter
- Homepage features
- Blog posts about them and why they sponsor Riverstone with advertising boosting their posts.



People

- Host
- Honorees
- Keynote
- Entertainment
- Raffle Prize coordinator
- Auction Prize coordinator
- Auctioneer if we do it live
- Production of pre-recording

