



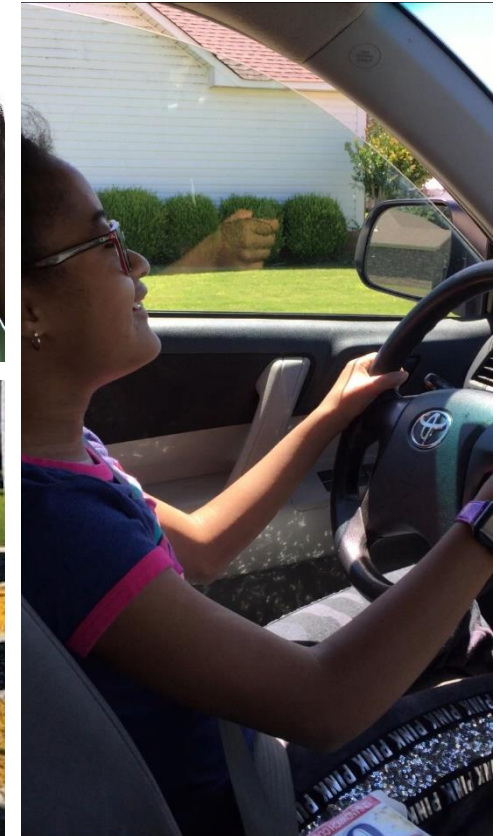
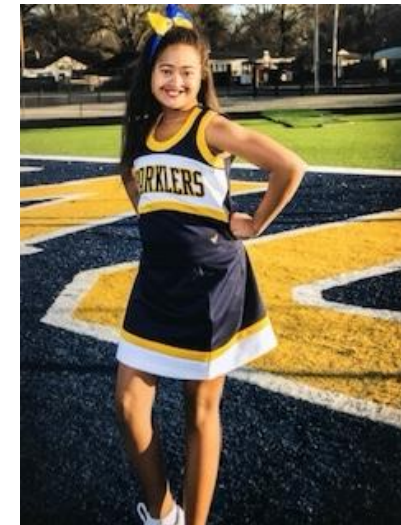
Virtual Fundraising: Some Best Practices from GLOBAL

Welcome Remarks from Taylor Murphy
GLOBAL Model, Self-Advocate, Aspiring Singer/Songwriter and Veterinarian

Saturday, February 20, 2021 • 3:30pm - 4:00pm ET

Welcome!

- ❖ Welcome to the DSAIA Annual Leadership Conference!
- ❖ My name is Taylor Murphy. I'm from Arkansas, and I lead a VERY active life!
- ❖ I am completing my driver's permit. I plan to be a veterinarian assistant. I love to sing.
- ❖ I'm always staying busy - I sing in choir, I'm a cheerleader, and I love ballet, jazz and tap dancing.
- ❖ And I am no stranger to the internet - I even launched a private YouTube channel recently.
- ❖ That is why I was SO excited to audition for the Global Down Syndrome Foundation *Be Beautiful Be Yourself Fashion Show*.



The First Virtual *Be Beautiful Be Yourself Fashion Show*

- ❖ It was a chance of a lifetime!
- ❖ When I heard it was going to be virtual, I admit I was a bit disappointed.
- ❖ But I want to tell you it was GREAT!
- ❖ I had a GREAT time.
- ❖ I LOVED watching my video and having the FAMOUS Shamari DeVoe introduce me.
- ❖ There were so many celebrities and beautiful models.
- ❖ There were musicians who sang just for us.
- ❖ So now you know, a virtual event can be fantastic and now Michelle and Megan are going to share with you how GLOBAL did it!





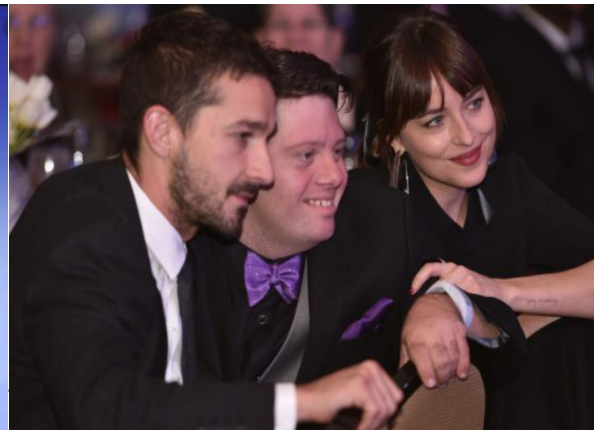
Virtual Fundraising: Some Best Practices from GLOBAL

Michelle Sie Whitten, President & CEO, Global Down Syndrome Foundation
Megan Lindstrom, Sr. Project Manager, Anna & John J. Sie Foundation

Saturday, February 20, 2021 • 3:30pm - 4:00pm ET

What We'll Cover Today

- ❖ Thank you DSAIA and Welcome to our speed workshop!
- ❖ GLOBAL's lessons learned with our first virtual BBBY
 - Assumes everyone knows the benefits of virtual
 - Is most helpful for those who have an existing in-person event that will transition to virtual but can apply in general
- ❖ What we decided and why
 - Hybrid, ClickBid, OBS, Studio, Two live feeds in NE & CA, Zoom
- ❖ What we did the same and different
- ❖ Keys to Success and Areas for Improvement
- ❖ Q&A - Please ask questions about *your* event or ideas!



GLOBAL Overview: The Inspiration



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.” -Margaret Mead

Charitable Giving in 2020

- ❖ Overall, [charitable giving rose 2%](#) in 2020 compared to 2019
- ❖ Significant decline in giving in April, May, and June as COVID-19 swept across the US
 - Small nonprofits, with total annual fundraising less than \$1 million, experienced a 7.2% decrease in fundraising results compared to 2019
 - Human services and faith-based organizations saw largest increases
 - Medical research, environment and arts/culture orgs saw the biggest drop in donations
- ❖ The average individual annual donation increased from \$617 in 2019 to \$737 in 2020
 - 13% of fundraising came from online donations - the highest level ever measured

2020 OVERALL GIVING TRENDS BY SUBSECTOR

SUBSECTOR	YOY % CHANGE
Animal Welfare	-0.7%
Arts and Culture	-9.5%
Environment	-7.0%
Faith-Based	3.1%
Healthcare	-2.1%
Higher Education	-5.4%
Human Services	12.1%
International Affairs	-3.5%
K-12 Education	-4.6%
Medical Research	-11.9%
Public and Society Benefit	0.8%

Pivoting to Virtual Events - Fundraising Through a Pandemic

- ❖ A 2020 survey of 1,997 nonprofits conducted by [Giving USA](#) found that:
 - 98% of nonprofits hold one or more fundraising event annually
 - In 2020, 48% cancelled events and 40% postponed at least one event
 - 62% converted to a virtual fundraising event
 - 70% described the event as “successful”
 - Only 3% of considered their virtual events as “unsuccessful”
- ❖ **CONCLUSION**
 - More virtual events in 2021 than 2020 and a higher bar/standard
 - Start faster out the gate; Hope that the stock market holds



GLOBAL's *Be Beautiful Be Yourself* Fashion Show

The largest fundraiser for people with Down Syndrome in the world

❖ Raised over \$22M in 12 years

- In-person sells out with 1,400 attendees; 2019 had 1,400 people from 25 states, 10 countries, 22 self-advocate models including one from England and one from India

❖ Features Quincy Jones Exceptional Advocacy Awardees

- Quincy Jones, Jamie Foxx, DeOndra Dixon, Eva Longoria, Frank Stephens, Beverly Johnson, Sujeet Desai, Caterina Scorsone, Karen Gaffney, Colin Farrell, Tim Shriver, Zack Gottsagen, Kyra Phillips, Jamie Brewer, John C. McGinley, Brad Hennefer, Marian Avila, Tim Harris, Megan Bomgaars, Amanda Booth, Madeline Stuart, Jeff Probst...

❖ Features Many Celebrities

- Laura Linney, Alec Baldwin, Queen Latifah, Helen Hunt, Hilary Swank, Henry Winkler, Joe Maganiello, Dakota Johnson, Shia LaBeouf, Terence Howard, Beau Bridges, Minka Kelly, Jeremy Renner, Denis O'Hare, Heather Graham, Shamari & Ronnie DeVoe, Marisa Tomei, Peyton Manning, Terrell Davis, Von Miller, Brandon McManus...

❖ Features Chair, Ambassador & Amazing Models



Our 1ST Virtual *Be Beautiful Be Yourself* Fashion Show

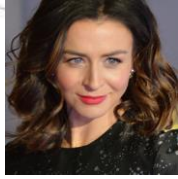
Measures of Success

- ❖ **Revenue**: Raised \$1.9M (versus \$2.5M in-person)
 - Major difference was cash call, silent & live auction
- ❖ **Attendees**: 2,300 attendees (versus 1,400 in-person)
 - 41 states and 13 countries represented (vs 25 states and 10 countries)
- ❖ **Costs**: Significantly lower so our net was almost on par
 - Sent a premium gift but no full course dinner
 - We have so many people out of state and even country
 - People having parties tend not to pay attention to the virtual event
- ❖ **Celebrities**: 37 versus 15
- ❖ **Models**: 27 versus 20
- ❖ **Press**: 10 impressions versus 25
- ❖ **Social Media**: Same on Facebook & Twitter, Higher on Instagram
- ❖ **Testimonials**: 100s!

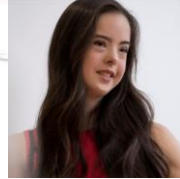


2020 Be Beautiful Be Yourself Fashion Show

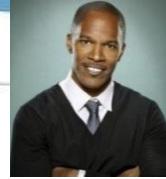
More celebrities than any other year



Caterina
Scorsone



Marian Avila



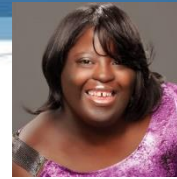
Jamie Foxx



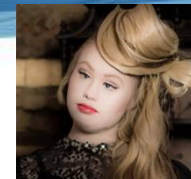
John C.
McGinley



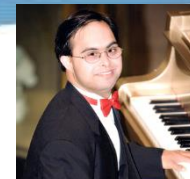
Jamie Brewer



DeOndra Dixon



Madeline Stuart



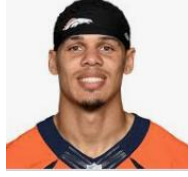
Sujeet Desai



Tim Harris



Brandon
McManus



Justin
Simmons



Von Miller



Jake Butt



Eric Dane



Beverly Johnson



Jeff Probst



Phillip Phillips



Rachel Platten



Quincy Jones



Zack
Gottsagen



Kyra Phillips



John Roberts



Megan
Bomgaars



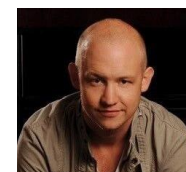
Amanda
Booth



Matt Dillon



Kevin Dillon



Isaac Slade



Ransom Notes



Kellyn
Acosta



Karen Gaffney



Ronnie
DeVoe



Shamari
DeVoe



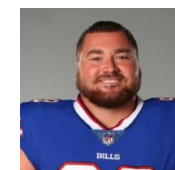
Kim
Christiansen



Tom Green



Frank
Stephens



Harrison
Phillips



Brad
Hennefer

2020 Be Beautiful Be Yourself Fashion Show

Decisions we made way too late

- ❖ **Changed the Date** - Virtual allowed us to buy time
- ❖ **Hybrid**
 - 80% Virtual; 20% in studio for emcee, live auction, live stream to Omaha & Los Angeles Viewing Parties
- ❖ **Silent Auction**
 - On AES five 5 weeks up to the event; close day of
- ❖ **30 Min VIP Reception by Zoom**
 - For Celebrities, Honorees, Models, Table Sponsors, VIP Tix
 - Had Phillip Phillips sing to us & Q&A with Phillip Phillips
 - Self-advocate participation!
- ❖ **75 Min Program on ClickBid**
 - Went over for good reason; 60 min max. 50 min ideal
 - 80% Pre-recorded, all sections between live spots linked
- ❖ **No meal and alcohol delivery** - Just premium/gift



What We Did the Same

- ❖ **Donor Solicitations**
 - By Zoom, Tailored PPTs, Update on the new format
- ❖ **Honorees - Chairs, Ambassador, 2 Quincy Jones Awardees**
- ❖ **Model Auditions** (*April 30 for 2021!!*)
- ❖ **Celebrity**
- ❖ **Paired Celebrity with Models**
- ❖ **VIP Reception Ahead of Time**
- ❖ **Silent & Live Auctions, Cash Call**
- ❖ **Press Releases & Pitches**
- ❖ **Gifts/Premiums for Sponsors**



What We Did Different

- ❖ **Postponed the Hotel Agreement & Went Virtual**
 - Did not have a sit down dinner or open bar (oh my!)
 - Only a handful of key people the night of the event
- ❖ **Taped Celebrity in Advance (!)**
- ❖ **Taped Models in Advance**
- ❖ **Taped Honorees, Chairs, Ambassador, 2 Quincy Jones Awardees in Advance**
- ❖ **Produced Celebrity with Models Clips by Zoom**
 - Did in-person masked, socially distanced model shoots in NE & CO where we had 15 & 10 people to film
- ❖ **VIP Reception by Zoom**
- ❖ **Silent & Live Auctions, Cash Call via ClickBid**
- ❖ **Delivered Gifts/Premiums for Sponsors**



So Much Depended on Getting Video Clips In House!

Celebrity/Model Virtual Camera Tips

❖ One Sentence Preamble:

- What we are asking them to do and why

❖ Eye-line & Body Language

- Address the camera directly. The camera should be in front of you slightly below your eye-line. If you are using your phone, flip the view so you can see yourself before you film. Keep it loose and fun!

❖ Framing & Background

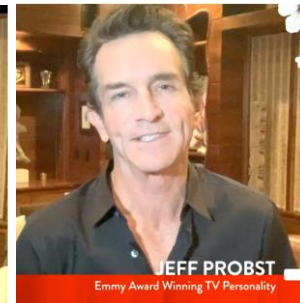
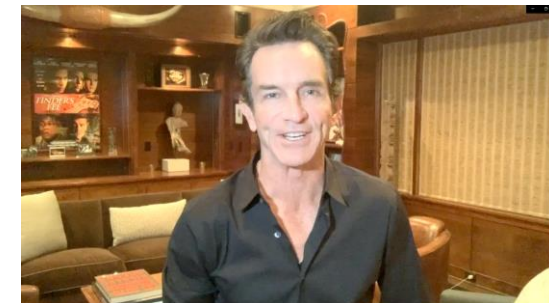
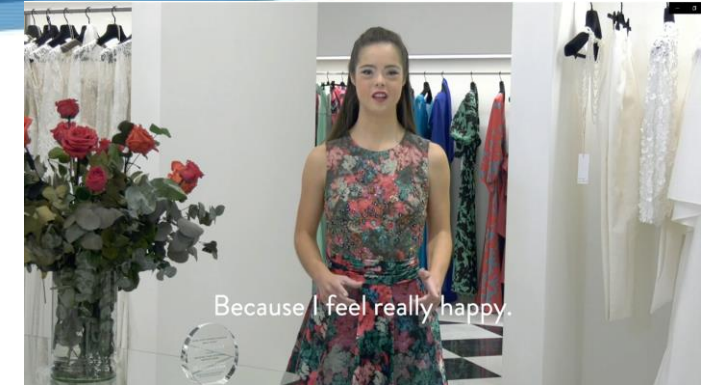
- Frame yourself as a medium/wide shot so that we can edit closer in. If you are too close to the camera, we cannot edit you farther out!
- If you can, please set up so that the background falls slightly out of focus.
- Please keep your phone oriented at 16x9 (landscape).

❖ Primary light

- Ideally light is in front of you, higher than your head, slightly off to the side.
- Feel free to use natural light.

❖ Camera Specs

- 4K (if not, your highest resolution).
- Frame rate should be 24p.
- Phone/Camera mic is fine.
- Set up your device using a tripod. Otherwise prop up to stabilize.



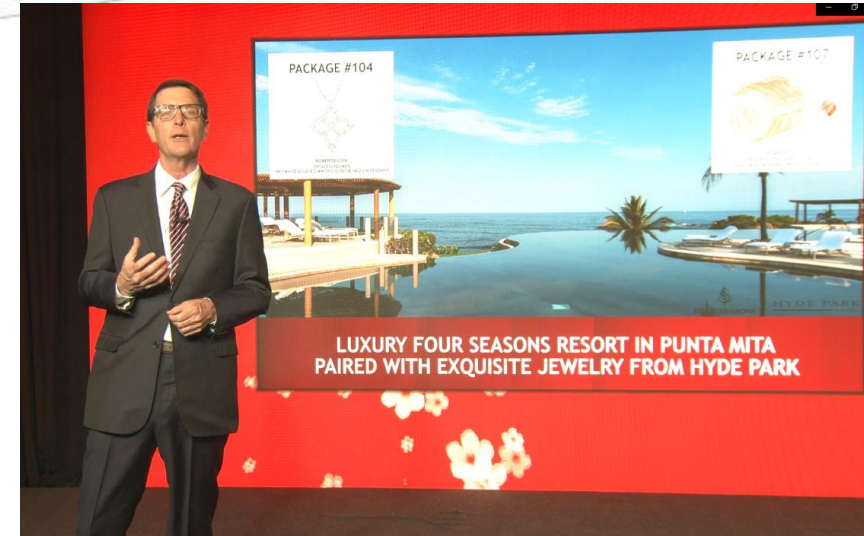
Example of a Virtual Runway Walk

How to promote your videos



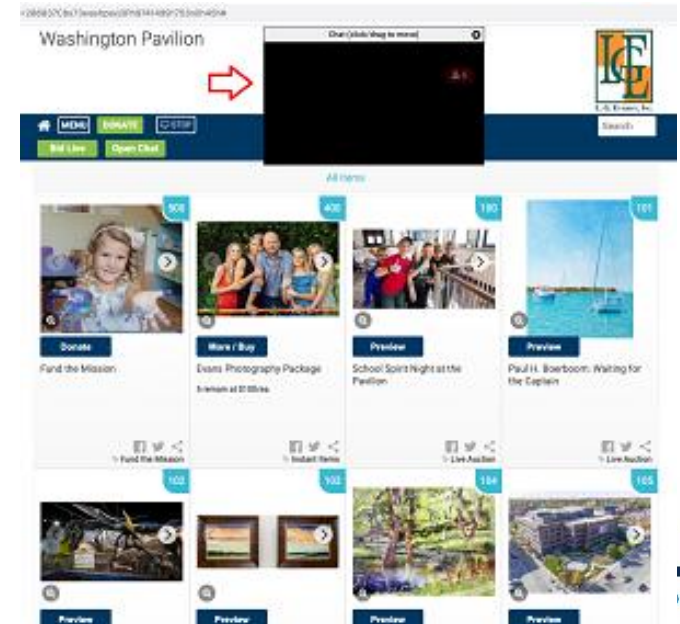
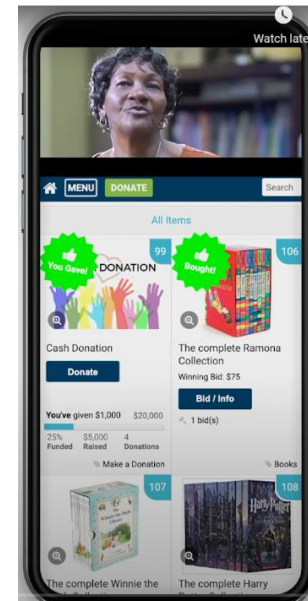
High Quality Live Stream!

Los Angeles & Omaha; Denver Studio for the Emcee & Live Auction



Why the ClickBid Platform?

- ❖ After reviewing 10+ event platforms, GLOBAL selected ClickBid
 - You don't have to leave the video program to get into an auction or donate page (wrap around)
 - Manages ticket sales and sponsorships with automated email and text correspondences
 - Manages live auction and cash call with automated email and text correspondences
 - High quality streaming options (OBS & Vimeo recommended for video)
 - Customized landing pages
 - Security/Control on Attendees, Technical expertise, Testimonials from other non-profits



GLOBAL's ClickBid Platform



Thank You!
YOU are helping us to save, transform, and protect the lives of people with Down syndrome.
* All fields are required.

\$250,000

42% Funded \$104,850 Raised 7 Donations

Choose an option or enter a custom amount.

\$10000	\$5000	\$2500
\$1000	\$500	\$250
\$150	\$100	\$50

Donation Amount

Phone

First Name

Last Name

[Submit Donation](#)

[Cancel](#)

Donation form provided by:

Welcome! Login Below.
Phone, Email, Bid# [GO](#)

Auction Preview

 Current Bid: \$7,000 Value: \$7000 Details Live Auction	 Current Bid: \$10,000 Value: \$10000 Details Live Auction	 Current Bid: \$10,000 Value: \$10000 Details Live Auction	 Current Bid: \$8,000 Value: \$10000 Details Live Auction
 Current Bid: \$8,000 Value: \$10000 Details Live Auction	 Current Bid: \$7,000 Value: \$10000 Details Live Auction	 Current Bid: \$10,000 Value: \$10000 Details Live Auction	 Current Bid: \$8,000 Value: \$10000 Details Live Auction
 Current Bid: \$7,000 Value: \$10000 Details Live Auction	 Current Bid: \$9,000 Value: Priceless Details Live Auction	 Value: \$0 Details Donate Now	 Value: \$0 Details Donate Now

GOBAL Clickbid Reports

15 Pre-loaded Reports Available

View Ticket Sales for tix

Ticket Sales - [Download Guests](#) | [Download Ticket Sales](#)

[Copy](#) [CSV](#) [Show/Hide](#) Show entries

⚠ This sale has a refunded amount

<input type="checkbox"/>	First Name <small>Type to filter</small>	Last Name <small>Type to filter</small>	Company <small>Type to filter</small>	Discount Code <small>Type to filter</small>	Discount <small>Type to filter</small>	Tickets <small>Type to filter</small>	Sponsors <small>Type to filter</small>	Donation <small>Type to filter</small>	Type <small>Type to filter</small>	Total <small>Type to filter</small>	CC Fees <small>Type to filter</small>	Date <small>Type to filter</small>	
<input type="checkbox"/>						6 for \$150.00			Credit Card	\$155.45	\$5.45	Nov 13, 2020 2:04:03 pm	▼
<input type="checkbox"/>						1 for \$25.00		\$75.00	Credit Card	\$103.63	\$3.63	Oct 27, 2020 9:18:34 am	▼
<input type="checkbox"/>						1 for \$25.00			Credit Card	\$25.00	\$0.00	Nov 13, 2020 12:13:44 pm	▼
<input type="checkbox"/>						1 for \$25.00			Credit Card	\$25.91	\$0.91	Oct 27, 2020 9:20:58 am	▼

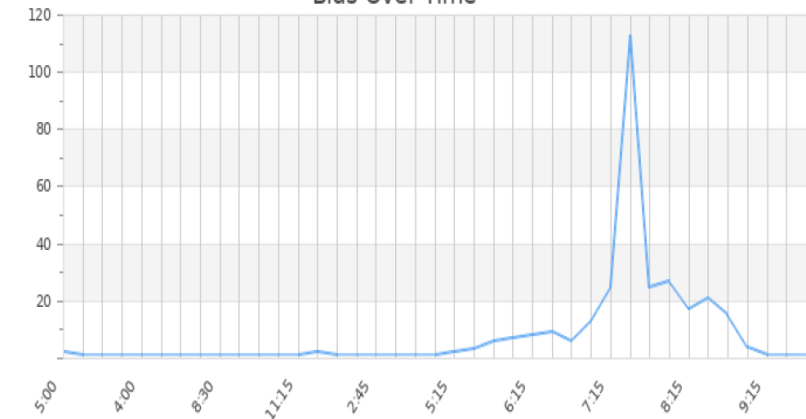
Item Name

Type Winner

FMV Sale \$

COVID RELIEF Help Us Provide A Lifeline To Individua (112)	Name	\$0.00	\$100.00
COVID RELIEF Help Us Provide A Lifeline To Individua	Name	\$0.00	\$50.00
COVID RELIEF Help Us Provide A Lifeline To Individua (112)	Name	\$0.00	\$300.00
COVID RELIEF Help Us Provide A Lifeline To Individua	Name	\$0.00	\$2,500.00
Text to Give/Online Donation	Name	\$ 0.00	\$ 500.00
Text to Give/Online Donation	Name	\$ 0.00	\$ 50.00
Text to Give/Online Donation	Name	\$ 0.00	\$ 50.00
Text to Give/Online Donation	Name	\$ 0.00	\$ 1,500.00

Bids Over Time



ClickBid Text & Email Communications

Compose A Text ✕

Please compose your text below. You may also filter your recipients by type.

Filter

All Bidders

Desired Send Time ⓘ

Feb 19, 2021 2:00 pm

You have 26 of 160 character remaining

Can't wait to see you tomorrow @ our Event Name at 6:00PM MST! Enter your credit card info now for easy bidding! [u]

Send Text Now

Save to Pre-Composed Texts

Reset Form

Compose An Email ✕

Please compose your email below. You may also filter your recipients by type.

Email Subject

Important Information About Our Event!

Desired Send Time ⓘ

Feb 19, 2021 5:00 pm

Do **NOT** use Short codes in subject. Subject character limit is 78.

All Bidders



Dear [f],

Thank you for registering for <Organization's Event Name> on <Day, Month Date> at <Time/timezone>!

We are thrilled to announce <these exciting new details about our virtual event>.

Your bid number for our event is [b] – you can click the link below to start bidding on our exclusive one-of-a-kind auction items. If you haven't already, please do take a moment to enter your credit card information through this link. [u]. Step by step directions are below.

Please do not forward this link to your friends or guests as it is a custom link designed just for your account, linked to your credit card information. Thanks again for supporting <Organization> and <description of the constituents you serve>.

Gratefully,

<Name & The Organization Team>

749

Send Email Now

Save to Pre-Composed Emails

Reset Form

CONCLUSIONS

- ❖ Make decisions on date and program content early
- ❖ Give staff/committees clear roles (tech, media heavy, donor help, ticket/registration help)
- ❖ Make platform & tech decisions as soon as program is decided
- ❖ Great donor solicitation and stewardship as always
- ❖ Get your photo and video assets in-house ASAP (look to your existing library!)
- ❖ Make sure you get ahead of communications - text, email, social, website, release way in advance
- ❖ Script almost everything
- ❖ Set the bar reasonably high
- ❖ Engage self-advocates and celebrity (if possible)
- ❖ Show all your constituents your gratitude for their participation!!



Liked by amandasandau and 2,483 others
globaldownsyndrome The man, the myth, the legend... it's GLOBAL Ambassador Walt Snodgrass! This 16-year-old stud is a fierce advocate for those with Down syndrome, introduced by @kevinguinn. GLOBAL congratulates Walt on all of his inspiring accomplishments, and for being named this year's Ambassador!



1,670 views · Liked by krlindstrom and amanda_booth
globaldownsyndrome @totyork is a DANCING QUEEN! She was introduced by @shamaridevoe and sponsored by Susan & Mac Weaver, and she LIT UP the Be... more



Liked by amandasandau and 2,275 others
globaldownsyndrome This year, we're taking one of the biggest, most important events virtual! ARE YOU READY?! You've got your GLOBAL Be Beautiful Be Yourself Fashion Show tickets, your stunning outfit (or sweatpants), and your own beautiful self! Now all you've got to do is TUNE IN! Download our step-by-step instructions on our website, and we will see YOU tomorrow night! Link in bio!

THANK YOU! Q&A



GLOBAL is here to help!

Call or email with your questions:

Megan Lindstrom, Senior Project Manager
mlindstrom@globaldownsyndrome.org
720-548-5565

Ashley Sparhawk, Executive Assistant &
Grants Program Manager
asparhawk@globaldownsyndrome.org
720-548-5605