



2021 DSAIA – Virtual Fundraising: A List of Best Practices

Presenters: Michelle Sie Whitten, President & CEO, Global Down Syndrome Foundation
Megan Lindstrom, Senior Project Manager, Anna and John J. Sie Foundation

Length: 30 minutes

Date: Saturday, February 20, 2021

Time: 1:00pm MT (3:00pm ET)

Description

COVID-19 has certainly impacted our Down syndrome community including the way in which we fundraise. This session will outline several best practices that can help local Down syndrome organizations to plan their next virtual event due to COVID-19 or any new virtual events that could last beyond the pandemic. Topics covered will include: Photo and video assets and sizzle reels, how to choose the best ticket and auction platforms, pre/during/post social media and landing pages.

Presenter Bios

Michelle Sie Whitten is the Co-Founder, President and CEO of the Global Down Syndrome Foundation. Global's focus is research and medical care. In 10 short years, GLOBAL has succeeded in lobbying congress so that the National Institutes of Health increased funding Down syndrome research for the first time in two decades. Global provides excellent medical care to 2,000 patients and supports 200 scientists through its affiliates at the Sie Center for Down Syndrome and the Crnic Institute. Michelle has been the architect for Global's work including the Global Medical Care Guidelines for Adults with Down syndrome. Prior to her career in non-profit, Michelle worked in the cable TV industry. She holds a Master of Arts degree in International Studies and a Graduate Certificate in Business Administration, both from Harvard University. She is first generation Chinese-Italian, married to a Brit. They have two kids, Sophia and Patrick, and Sophia has Down syndrome.

Megan Lindstrom is the Senior Project Manager at the Anna and John J. Sie Foundation and has been directly involved in organizing many GLOBAL events, including the first virtual Be Beautiful Be Yourself Fashion Show in 2020. She earned a Master of Arts degree in International Human Rights from the Josef Korbel School for International Studies at the University of Denver in 2014 and a Bachelor of Arts degree in Political Science from Hamline University in St. Paul, MN in 2009. Prior to joining the Anna and John J. Sie Foundation, Megan served as a Peace Corps volunteer in Bulgaria.

Presentation Outline

1. Important GLOBAL Updates
2. General overview of a sampling of virtual events
3. Pivoting to Virtual Events – Fundraising Through A Pandemic & Factors to Consider
4. Our Experience/Case Study – the first virtual Be Beautiful Be Yourself Fashion Show
 - a. Choosing the Right Event Platform & ClickBid Platform Overview
 - b. Event Content
 - c. Photo & Video Assets
 - d. Sizzle Reels
 - e. Engaging Self-Advocates
 - f. Marketing including social media
5. Questions & Answers