



Digital Events

The recent global pandemic has forced us all to reevaluate how we can stay connected when we are forced to social distance. This does not mean that you can't hold a digital gathering!

Webinars - The In-Sight Collaborative staff, like many of us in 2020, have gotten quite proficient at organizing webinars on Zoom or Google Hangouts. We are happy to tailor a talk to your audience! You can view past and archived webinars for inspiration on our Recommended Resources section of the website.

Film Screenings - Check out our list of recommended films, videos, and documentaries about displaced people, humanitarianism, global health, and aid delivery and arrange a digital viewing event!

A discussion with In-Sight staff can be hosted on the following platforms

- Facebook or Instagram Live
- Zoom
- Google Hangouts

Organize an Event

Events are a powerful fundraising tool for charities and nonprofits — if not the most powerful fundraising channel. In fact, one in five Americans attended a charity event last year. When polled, millennials in particular will tell you that they adore live events for the feeling of connectedness they inspire. But as an event creator, getting people to show up is only half the battle. You also want to maximize the amount of money you raise.



Here's a 10-step course of action for how to plan a charity event or fundraiser that will exceed goals and expectations.

Step 1: Define your cause

Getting clear on why you're raising money and who you're raising it for will help you create a clear promotional strategy and operational plan. All other decisions cascade from this "mission statement." Defining your cause on paper is the first step to setting in motion a clear plan of action.

Step 2: Set a fundraising goal

How much money are you hoping to raise? Consider avenues like ticket sales, donations, live auctions, silent auctions, and crowdfunding.

But remember that donations are not the only way to support a cause. Your event will also raise awareness and catalyze networking. When orchestrating a nonprofit or fundraising event, it's important to keep all potential goals in mind.

Step 3: Pinpoint a target audience

Dialing in on the audience you want to attract will help you plan a better fundraiser and market it appropriately. Does your charity appeal to a particular generation or



type of interest? Is it a local fundraiser or a universal cause? Is it going to be an invite-only, black-tie affair, or will you reach out to the general public?

By defining your audience, you can determine the best ways to reach potential attendees and donors. From there, your marketing and outreach plan will follow.

Step 4: Find a venue

Choose a venue, possibly something non-traditional that will infuse your event with flair. Some venues are willing to donate space to be associated with a good cause. Being flexible with your date can help secure a venue if one is needed!

Step 5: Establish a theme for your charity event

People are excited to support a cause, but they also want to have a great time.

Remember: "Raise money" is not a theme. "Singles charity night" is. To inspire donors, come up with a fun, unique idea they'll be excited to attend (and recap on their social media feeds).

Consider both your cause and your audience. What would your target audience find entertaining that would be on point with your cause? If you're not feeling creative, read [100 Unique Fundraising Ideas that Actually Work](#).



Step 6: Market your charity event aggressively

All events need marketing, but some need more marketing than others. For a charity event or fundraiser, spreading the word is crucial — it directly affects your ability to meet and exceed your goals.

Traditional fundraising models include mailed invitations, phone banks, and direct mail. Today, of course, we have digital at our disposal. Create a strategy for which digital channels you'll employ: email marketing, content marketing, advertising, and more.

Social media is one of your biggest allies here. And specifically Twitter, which has been shown to be a powerful platform for promoting fundraisers.

Step 7: Decide how you'll accept donations

In-Sight has many options for how we accept donations - use what works best for you!

- o Through the PayPal button on our website <https://www.in-sightcollaborative.org/>
- o Wire Transfer: Please email info@in-sightcollaborative.org to arrange a wire transfer. A \$1 transfer fee between US banks is charged in addition to the total amount sent. For international transfers, we use [Transferwise](#).



- o Check: Checks must be made out to *In-Sight Collaborative* and can be mailed to a signatory on our business account to be deposited. Please email info@in-sightcollaborative.org for a mailing address.
- o Cash Donations: The name, email address, and amount donated must be recorded by the event coordinator. A sheet for this can be found with this packet.
- O Through our charity GoFundMe page
<https://charity.gofundme.com/in-sightcollaborative>

Step 8: Lean on your greater community

Millennials love to express themselves online. Nearly half of them admit to attending live events to have something to share on social. So give them something to share by providing rich online content.

Please email info@in-sightcollaborative.org if you need assistance running your event. We love hearing about fundraisers that are happening on behalf of In-Sight and would love to highlight your efforts!