



ADAPTING TO A VIRTUAL FUNDRAISING LANDSCAPE

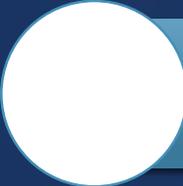
EHDI CONFERENCE 2021

KATE BOUSUM, CFRE - CHILD'S VOICE

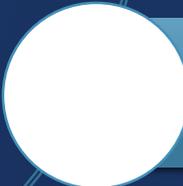
TODAY'S TAKEAWAYS



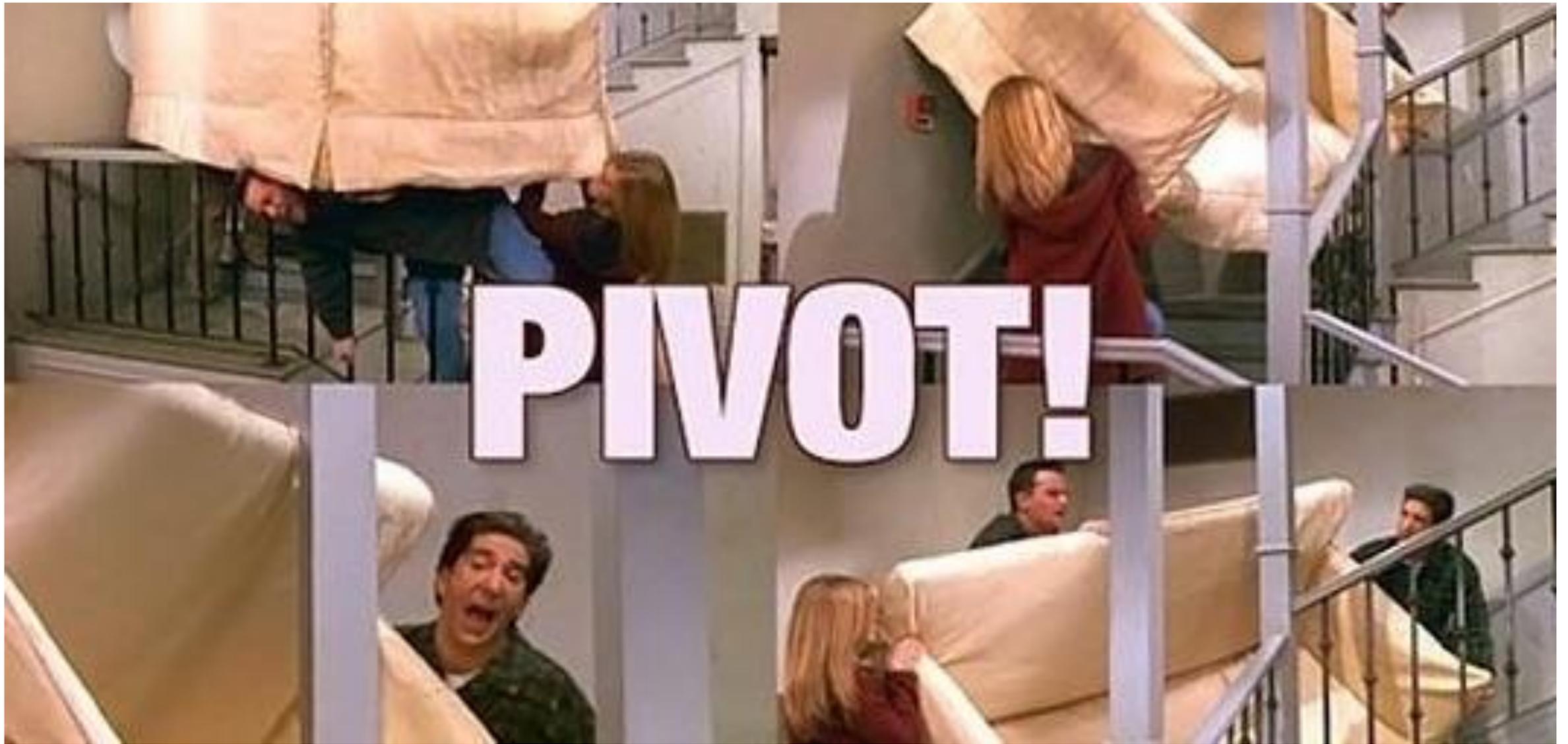
Determine what opportunities your organization has to explore remote/virtual programs



Create materials to support the request for support and market this style of event to partners



Incorporate mission moments throughout your virtual/remote event



WHY MOVE TO VIRTUAL FUNDRAISING?

GOALS



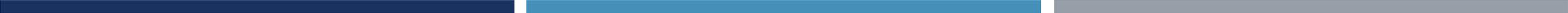
FUNDING



ENGAGEMENT



REACH

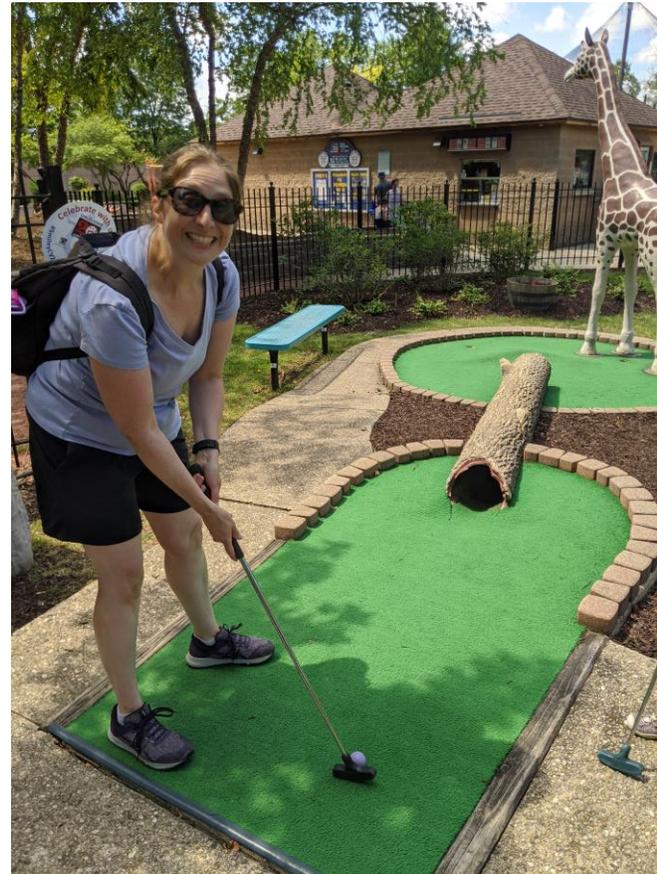


SPECIAL EVENTS



THE OPPORTUNITIES... WHAT COULD THE EVENT BE?

- Avoid “just do it online.”
- Don’t be afraid to be creative.
- What is unique to you?
 - What made your past events great?
 - Relationships
 - Skills
 - Talents
 - Settings
- Remember your mission moments





HEAR
AND **THERE**

for **CHILD's VOICE**[™]
You'll be hearing from **us!**[™]

REMOTE GOLF OUTING

SEPTEMBER 9-27, 2020



THINK OUTSIDE THE BOX...GALA...COURSE...EVENT!

HOW?

- How Will You...

- Raise Funds?
- Create Outreach?

- Internal Supports?

- Committee
- Families
- Staff (their networks)
- Current Vendor Relationships
- Software
- Social Media Channels / Web site
- Materials needed

- External Supports

- Sponsors
- Vendors
- Software
- Venues
- Partnerships
- Marketing options

WHO WANTS TO ATTEND? WHO CAN ATTEND?



WITH VIRTUAL – YOU CAN ERASE CERTAIN BOUNDARIES
WHAT ACCOMMODATIONS DO YOU NEED TO MAKE?

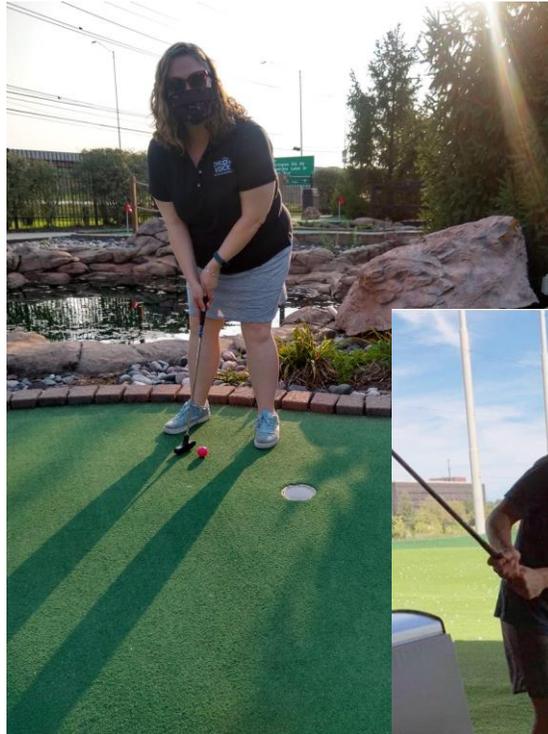
WHEN? WHERE?



ANYWHERE? EVERYWHERE?

OUR EXPERIENCE...

- Over 160 participants
- Over 52 Hole In One participants
- Multiple states
- Multiple days
- Photos and videos shared by alumni, corporations, and partners!
- See more of our videos and photos of Remote Golf on our YouTube Channel – [ChildsVoice1996](#)



Silent Auction

Discounts at selected courses

Donate, golf your way, & share your photos with us!



A LITTLE SOMETHING DIFFERENT?



- Hole in One Contest
 - Videos
 - AI even participated!
 - Corporate Partners
 - Challenge Donation
- Social Media
 - Jokes
 - Postings
 - Video challenges

BAD! GOLF
JOKE!

Why do golfers always carry a spare pair of pants with them?

In case they get a hole in one.





ANNUAL FUND / MAJOR GIFTS



REMEMBER – IT'S ALL ABOUT RELATIONSHIPS

- Phone
 - Outreach
 - Check-in / Wellness
- Mailed letters / follow-up
 - Get everyone involved!





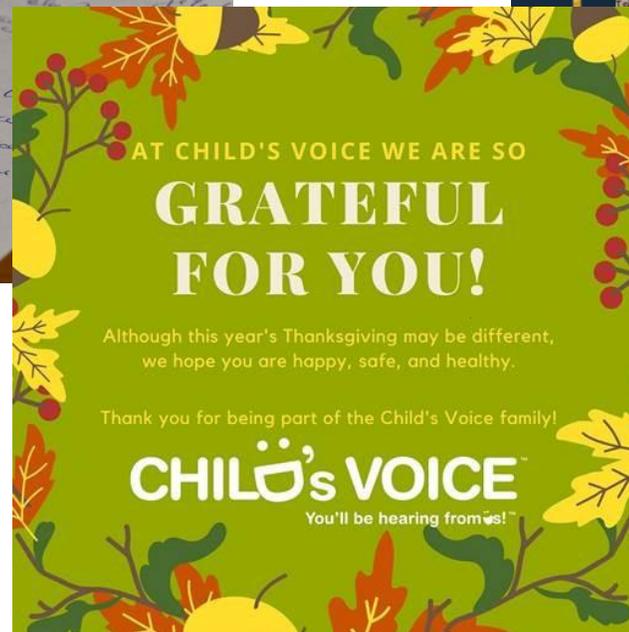
STEWARDSHIP

AKA...DONOR LOVE!



CONTINUE TO THANK AND THANK AND THANK AND THANK!

- Video
- Calls (the phone!)
- Photos
- Written / Mailed





QUESTIONS?



THANK YOU!

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