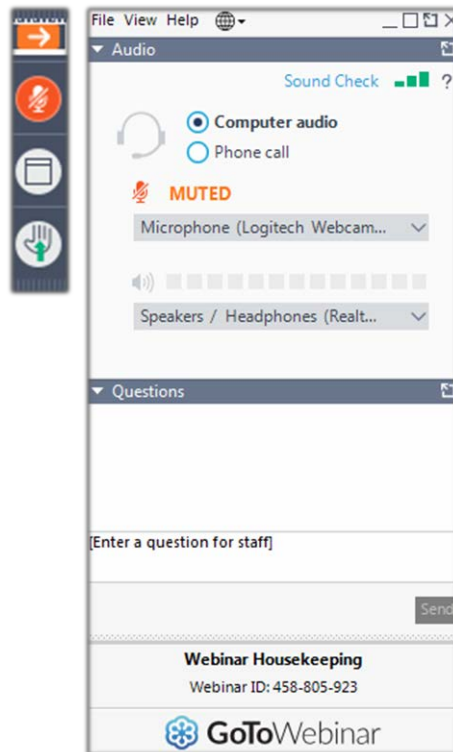




Futures in Education
FOR BROOKLYN AND QUEENS
Changing Lives Through The Gift Of Education

SCHOOLS & ACADEMY WEBINAR #2: 2020-2021 Organizing Successful Events within the COVID Landscape

Webinar Logistics



To join audio:

- Choose “Computer audio” to use VoIP and listen through your computer
OR
- Choose “Phone call” and dial using the information provided. International numbers available.
- Throughout the webinar please type your questions here for discussion later

Points for Discussion

1. Development Events and the COVID-19 Challenge
2. Key Questions
3. Steps to Transition and Plan
4. Successful Examples in the Diocese of Brooklyn
5. Questions
6. Follow-Up



CCS's Experience with Independent Schools and Religious Organizations



DIOCESE OF BROOKLYN



ARCHDIOCESE
of
NEW YORK



Today's Presenters...



Sean King
Executive Director
CCS Fundraising



Kaitlin Leonard
Vice President
CCS

Development Events and COVID-19

- Traditional Event Goals
 - Build/Strengthen Community
 - Celebrating Donors
 - Educating the Public and Community
 - Raise Funds
- How does the COVID-19 pandemic challenge these goals?
- Dangers to avoid
 - “Should we cancel?”
 - “How do we prepare for a virtual event?”



Transitioning Your Event



Assess: Evaluate Purpose and Impact

Have funds been
raised?

What resources are
committed?

What staff are
available?

Can/should the
timeline be altered?

Communicate: Keeping Constituents Close



Overcommunicate

Rename



Connect

Excite



Execute: What is a Virtual Event?

- A ***virtual fundraising event*** is an event hosted online with a goal to raise funds.
- Instead of gathering together physically, guests attend the event using video and audio through a live-streaming platform such as [Zoom](#) and donate via online giving platforms.



What Are the Positives of a Virtual Event?

Larger Reach

Simple Logistics

More Cost Effective

Automated Process
to Give



What types of Virtual Events should we consider?

- Virtual Social Event (Card Parties)
- Virtual Auction
- Virtual Run or Walkathon
- Online Trivia Night



Set the Date and Send the Invite



Invite Your Full Community of Supporters

- *Parents*
- *Alumni*
- *Community Members*
- *Past Supporters*

Advertise the Event

- *Facebook*
- *Email*
- *Twitter*
- *Website*

Set the Table with a Landing Page

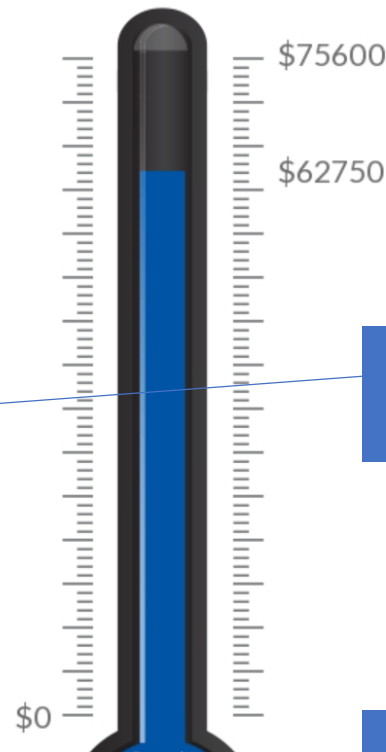
Share the Need:
What are you raising
money for?

St. Francis School opened its doors in 1948 as a non-profit, private school dedicated to teaching students in the Christian faith. Kindness, respect, Christian values, and academic excellence continue to be the cornerstones of a St. Francis School education 72 years later. We are proud of our rich history in Ellsworth and the network of more than 1,500 alumni who have gone on to live vibrant, successful lives.

Proceeds raised at the Gala will be used to fund vital St. Francis School programs. The cost to educate each student is \$8,556 and the average family pays \$2,100 in tuition per child. The difference is funded through generous donations from the St. Francis parish and supporters like YOU! This year our goal is to raise \$75,600 to replace aging technology with 14 new laptops for staff (\$11,200), 30 new Chromebooks for students (\$8,400), 20 new desktop computers for the media lab (\$24,000), and five new projectors for classrooms (\$3,000). In addition, STEM activities are needed for all grades (\$4,000) and new social studies textbooks will be purchased for all grades (\$25,000).

We invite you to join us for "Glory Days: St. Francis Through the Decades" here on our website and our Facebook page. May 10, 11 & 12

CURRENT TOTAL!



Show where the
money is going

Set a Goal and
Monitor & Share
Progress

Set Up Giving Opportunities

St. Francis School - Gala - St. Francis School

f t c SIGN

Search items...

Welcome


About Us

Browse Items ▾

Live Auction


Make a Pledge

Why Give



Raised

\$12,375 / \$20,000



Above are the pledges that have been made to the event so far. Your generous contribution to the pledge drive is greatly appreciated! Up to \$5,000 raised during the pledge drive will be matched by Loberg Law Office! What a perfect opportunity to double your money and make a huge impact on our school!! Our goal is to raise \$20,000 during the pledge drive. THANK YOU!!!

Set an outright Pledge Goal

Keep it simple!

Think about a matching gift

Set Up Giving Opportunities



Home I'm New Here Path of Discipleship Our Church ▾ I Want To... ▾ Events 🔍

Please Join Our First Virtual Gala

**BID ON ITEMS IN THE SILENT AUCTION.
PURCHASE RAFFLE TICKETS OR A GOLDEN
RAFFLE TICKET.
MAKE A DONATION.**

Register at

<http://bidhtcsgala.com/>

HOLY TRINITY
— CATHOLIC SCHOOL —

Go FULLY virtual – raffles,
auctions, donations.

Bishop Olson on Racism
and Social Order

EnCourage Ministry at
St. Francis

St. Francis Livestream
Mass & Resources

Statement regarding
COVID-19 (Updated:
9/30/20 at 10:00am)

Recent Blog Posts



Hope Amid the
Hardship

Virtual Event Sponsorships

The screenshot shows a web interface for 'St. Francis School - Carnival - St. Francis School'. The top navigation bar is blue with social media icons (Facebook, Twitter, YouTube) and a 'SIGN IN' link. A left sidebar contains a search bar and navigation links: 'Welcome', 'Make a Donation', 'Sponsorship Levels' (with a dropdown arrow), 'Featured Items', 'All Items' (highlighted in blue), and 'About Us'. The main content area displays five sponsorship cards in a grid. Each card has a title, a progress bar showing the amount raised, a status label (e.g., 'Expired'), and a red prohibition icon. The cards are: 'Donate to St. Francis School' (\$0 Raised), 'Saint Sponsorship' (\$400 Expired), 'Hero Sponsorship' (\$200 Expired), 'Victor Sponsorship' (\$100 Expired), and 'Patron Sponsorship' (\$50 Expired). Each card also features the St. Francis School logo and a small icon (#7 or #8). A blue line points from a text box to the 'Hero Sponsorship' card.

Sponsorship Level	Amount Raised	Status
Donate to St. Francis School	\$0	Raised
Saint Sponsorship	\$400	Expired
Hero Sponsorship	\$200	Expired
Victor Sponsorship	\$100	Expired
Patron Sponsorship	\$50	Expired

Utilize Specific Ask Amounts

Incorporate Your Students into the Program

The image is a composite of two screenshots. The top screenshot is a Facebook post from 'Our Lady of the Blessed Sacrament Catholic Academy, Bayside, New York' dated June 13, 2020. The post features a blue-tinted graphic with the text '2020 END OF THE YEAR CONCERT!' and a caption that reads: 'Some of our students put together a virtual concert for you all to enjoy. We love your creativity!'. The bottom screenshot is a Zoom meeting window showing five students in individual video tiles. The students are: a boy in a red shirt (top left), a boy in a grey shirt (top middle), a girl in a camouflage shirt (top right), a boy in a white and yellow shirt (bottom left), and a girl in a dark patterned shirt (bottom right).

Incorporate Your Students & Alumni into the Program

Introducing alumni speaker, Emily Lemieux, Class of 2015!



Since graduating from St. Francis in 2015, Emily continued on to Greater New Bedford Regional Vocational Technical High School where she excelled in the medical assisting program and graduated as Salutatorian of the Class of 2019. Currently, Emily is working towards her Bachelor's Degree in Neuroscience with a pre-medical track. She hopes to continue onto medical school and become a doctor to help those in need.

Watch the video below to hear more about how Emily's experience at St. Francis has shaped her success.



Express Your Thanks!

THANK YOU!

Thank you all for your generosity and support during our Virtual Gala! Because of you, and your love for our school, we were able to raise \$60,125 during the 2020 St. Francis School Gala! This money will fund vital technology upgrades, new textbooks, and more! If you are still interested in supporting our fundraiser, you can donate to our pledge drive [HERE](#).



Leverage basic video technology (smart phone)

Express Your Thanks!

Thank You to Our Sponsors!

DIAMOND SPONSORS

Brownstone Realty Group
The Castelo Group

(508) 990-9111

Fax (508) 990-8998

ANTONIO LAW
Law Office of Heath E. Antonio, Esq.

190 William St.
New Bedford, MA 02740

253 Locust Street
Fall River, MA 02720



PLATINUM SPONSORS

BayCoast Bank
Bishop Stang High School
Concrete Foundations
Costa Brothers Masonry, INC
Quality Home Heating



Cheryl ELGAR Fleurent
d/b/a Quality Home Heating
1277 Main Street - Acushnet, MA 02743
Emergency and Scheduling Line [508] 763-2777 Fax: 508-990-2966
Email address: cece2711@gmail.com
web address: qualityhomeheating.net



Virtual/Live Auction Steps

ALL ITEMS						
1	2	3	4	5	6	7
						
Bike & Helmet \$200	Car Care Basket \$80	Essential Oils Basket \$115	Dog Item Basket \$95	Margarita Basket \$95	Ms. Dandurand's Class \$30	Ms. Cordeiro's Class \$40
8	9	10	11	12	13	14
						
Jack Daniels Whiskey \$227	Stang Spiritwear \$130	Mrs. Plante's Class \$35	Ms. Cournoyer's Class \$50	Show & Museum Tick... \$45	Women's Gift Basket \$230	Mrs. Jason's Class \$275

1. Set a Goal

Post this statement on your auction homepage and include it in your item donation and sponsorship requests and e-mails.

2. Secure items to be auctioned. Select items from your immediate community and determine what items people might be interested in bidding on.

3. Set up your auction home page. It takes about 30 minutes to set up your auction home page using the auction templates and online tutorials.

4. Promote your online auction. The more potential bidders you attract, the more potential donations you'll receive to help you fund your mission.

5. Acknowledge your donors, bidders, and volunteers. After the auction, don't miss this final opportunity to motivate your new community of donors, bidders, and volunteers to do it all again next year.

Virtual/Live Auction Outreach Sample Letter

Dear Friend,

As a friend of Francis Parker School, we know you value education and the special relationships developed through our community. Every year, we expand and enhance our partnerships with members of the San Diego community and beyond by showcasing their products and services at our premiere Parents Association Gala.

On Friday, March 5, 2021, Parker will host its 39th annual Gala, and due to COVID-19, the Gala will take place virtually. The Super Heroes themed family-friendly event will be a celebration of our community and we anticipate a tremendous number of viewers and participants. The annual event raises funds in support of the heart and soul of Parker, our students. Building on the success of our previous Galas, and with your partnership, we are confident that we can raise even more money this year, and surpass last years' scholarships that supported 316 students. We invite you to join us in this ambitious and purposeful effort.

Would you consider donating a service, product or experience to the Gala auction?

Among the most popular items are:

- Gift cards to restaurants, fitness studios, wellness clinics, or camps
- Vouchers for vacation rentals, both domestic and international (2 year expiration, if possible)
- Certificates for any and all types of professional services
- Tickets to sporting or music events (Post-COVID)

Your company, service, and product will be advertised on our exclusive mobile fundraising application; it will be made available to more than 970 families throughout the San Diego area. Please visit <https://francisparker.ejoinme.org/donate> for more information and to donate.

We can assure you that donating an item to the 2021 Super Heroes Gala auction will elevate your visibility in the Parker community and support Parker students. Most importantly, your support for Parker will continue to ensure students have access to a Parker education.

Thank you in advance for your consideration. Feel free to contact us with any questions at pa-galachair@francisparker.org.

Relevant examples
of appropriate gifts

Use of a website as
a platform for
giving

Virtual Run/Walk Events



• Walk-a-Thon Underwriter: \$1,000

- Weekly advertisement on all ICCA social media platforms through March 2021
- Company Logo to appear on the front of event t-shirts and on goodie-bag
- Company Logo to appear on event banner prominently displayed on Academy premises through March 2021
- Recognition on all marketing materials, school website & social media platforms
- Business card & promotional materials included in event goodie-bag (quantity: 250)
- Four (4) tickets to ICCA's Spring Auction (pending on NYS COVID-19 guidelines)

• T-Shirt Sponsor: \$500

- Company Logo to appear on event t-shirts
- Company Logo to appear on event banner prominently displayed on Academy premises through March 2021
- Recognition on all marketing materials, school website & social media platform
- Business card & promotional materials included in event goodie-bag (quantity: 250)
- Two (2) tickets to ICCA's Spring Auction (pending on NYS COVID-19 guidelines)

• Goodie-Bag Sponsor: \$250

- Company Logo to appear on event goodie-bag
- Company Logo to appear on event banner prominently displayed on Academy premises through March 2021
- Recognition on all marketing materials, school website & social media platforms
- Business card & promotional materials included in event goodie-bag (quantity: 250)
- One (1) ticket to ICCA's Spring Auction (pending on NYS COVID-19 guidelines)

• School Sponsor: \$150

- Company Logo to appear on event banner prominently displayed on Academy premises through March 2021
- Recognition on school website & social media platforms
- Business card included in event goodie-bag (quantity: 250)

• Virtual Road Side Sponsor: \$50

- Recognition on school website & social media platforms

For guaranteed logo placement on event t-shirt and goodie-bag, please submit your sponsorship form and all promotional material to ICCA no later than Friday, October 30, 2020.

"Catch Me If You Can" Virtual Run-Bike-Run

Upload your times & photos 10/3 - 10/13

Scholarships are available, contact Liz at (347) 419-6856

Race registration is open, however we can no longer guarantee a race T-shirt.

COVID-19 has definitely put a lot of plans on hold, but rest assured that your MSF team has been hard at work to make sure one tradition WILL happen. That's right, our annual MSF race event is NOT COVID-Cancelled! Put on those running shoes and tune-up that bike because we're going VIRTUAL with a RUN-BIKE-RUN!

WHO:

The event is open to ALL ages – get your whole family out! Parents, younger siblings, grandparents. All are welcome and encouraged to participate!

WHEN:

Complete your Run/Bike/Run anytime between 10/3/2020 – 10/12/2020 on your own or with your family and friends. Track your own time and enter it at elitefeats.com!

WHERE:

You can run /bike wherever you want: in your neighborhood, on the trails, or around a track!

[Leave a Message](#)

events.elitefeats.com/mamaroneck20

REGISTER

Registration Options *

- ☐ .25 Mile Run / 1 Mile Bike / .25 Mile Run (\$30.00)
Guaranteed race shirt by 9/8
- ☐ .5 Mile Run / 1 Mile Bike / .5 Mile Run (\$30.00)
Guaranteed race shirt by 9/8
- ☐ 1 Mile Run / 2 Mile Bike / 1 Mile Run (\$30.00)
Guaranteed race shirt by 9/8
- ☐ DONATION ONLY
UNCHECK to go back!

PARTICIPANT INFO

NAME *

First Name

Last Name

SHIPPING ADDRESS *

Street Address / Incl. apt # if applicable

City, State, and ZIP *

City

State

ZIP/Postal Code

EMAIL *

Email

READ-A-THON: OUR LADY OF HOPE

Welcome Parents & Readers

to the Our Lady of Hope Catholic Academy Read-A-Thon!



We kick off our reading event on

Monday Sep 28th

and we really need your help.

READ-A-THON: OUR LADY OF HOPE

Select Amount:

<p>This Helps</p> <p>\$25</p> <p>Select</p>	<p>Most Popular</p> <p>\$50</p> <p>Select</p>	<p>Heroes Give</p> <p>\$100</p> <p>Select</p>
<p>----- or -----</p>		
<p>Superheroes Give</p> <p>\$250</p> <p>Select</p>	<p>Hall of Fame</p> <p>\$500</p> <p>Select</p>	<p>Choose</p> <p>Other Amount</p> <p>Select</p>

*Read-a-thon does not store any payment information for any transaction.
This is a one time donation. All sales are final.

Incorporated
“Ask Amounts”

Use of “Donor
Circles”

What might our “checklist” look like?

High-level planning:

- ☐ Establish virtual event format (e.g., Will you need live-streaming capabilities?)
- ☐ Set goals and objectives (e.g., Are you hoping to gain new members? Do you have a fundraising target?)
- ☐ Select date
- ☐ Create a budget
- ☐ Develop master plan and schedule

Roles:

- ☐ Recruit event committee, event manager or chair
- ☐ Recruit staff/volunteers and assign roles

Sponsorship:

- ☐ Identify sponsorship levels and benefits
- ☐ Create sponsorship package
- ☐ Secure sponsors
- ☐ Request logos for promotional materials

Logistics:

- ☐ Set up online registration and/or donation platform
- ☐ Set up peer-to-peer fundraising platform, if applicable
- ☐ Determine and arrange all technical needs
- ☐ Determine what location(s) you'll be using to record your live streamed videos

Marketing & Publicity:

- ☐ Create an event page on your website
- ☐ Send e-invitations via email
- ☐ Enable/create email event notifications
- ☐ Create a Facebook event page
- ☐ Schedule social media posts
- ☐ Create a promotional video and share it on social media
- ☐ Register your event on a variety of online event calendars
- ☐ Create some buzz on your blog or member forums

Additional Resources

<https://www.giveforms.com/blog/20-simple-but-effective-virtual-fundraising-ideas-for-nonprofits>

<https://www.causevox.com/blog/virtual-fundraising-ideas/>

<https://www.soapboxengage.com/blog/1863-virtual-fundraising-ideas>

<https://bloomerang.co/blog/virtual-fundraising-ideas/>

<https://d.wildapricot.net/docs/files/virtual-event-checklist>

Events to Consider

Virtual Gala

- Allows your supporters to get dressed up at home, listen to your keynote speaker from the comfort of their own couch and share a meal over video conferencing software
- Gives an opportunity for supporters to contribute typically through an auction.

Run or Walkathon

- Ask supporters to pay a small admission fee to participate in a set race distance or approach it like a walk-a-thon and ask supporters to collect pledges per unit of distance run.
- Afterward, have a live-stream to celebrate your participants, give them the ability to connect with each other and hear from a key speaker at your academy.

Virtual Cooking Night

- Virtual cooking nights allow chefs from local restaurants to share their talents, your supporters to enjoy a nice meal, and your organization to raise funds alongside a local business.

Events to Consider

Virtual Live Auction

- Use an online auction site to allow supporters to view and bid on items.
- You can focus on gift cards or merchandise from local businesses and restaurants who have been impacted the most by COVID-19 to get your community involved.

Virtual Game Night

- Invite your supporters to join you live for an evening of Pictionary, Trivia, Bingo and online board games
- Can be run regularly to keep funds coming in. Partner with local businesses to offer prizes and gift cards.

Virtual Movie Night

- Encourage people to join you to watch a movie using a link, at a set price. This allows all your supporters to watch a movie at the same time with a chat window to share thoughts, jokes, and more.

Virtual Raffle

- Raffles are incentivized by prizes or as a 50/50 raffle where money received is split with the winner.
- Market your raffle drawing on social media, your website and through email. Ask supporters to purchase their raffle tickets online and hold the drawing live on social media.

What Virtual Events have been successful?

- Virtual Tour
- Crowdfunding
- Virtual Concert
- Virtual Talent Show
- Virtual Happy Hour
- Virtual Book Club
- Virtual Wine Pull
- Virtual Arts and Craft
- Online Pledge Drives
- Virtual Birthday Challenge



*This presentation will be
uploaded to the new Virtual
Library being created at
www.catholicschoolsbq.com*

QUESTIONS & DISCUSSION





Futures in Education

FOR BROOKLYN AND QUEENS

Changing Lives Through The Gift Of Education

