

Center for Adoption Support and Education : Branching Out Gala & Silent Auction

○ **Date**

- Gala: Friday, October 16, 7:00-8:15 pm rescheduled from Saturday, March 21
- Auction: Friday, October 16 - Sunday, October 25

○ **Platform**

- Gala: **Givebutter** - <https://givebutter.com/CASEGala2020.com>
- Donate button on same screen as live stream
- Options to pay via credit card, check, Venmo, PayPal
- Auction: **BiddingforGood** – www.biddingforgood.com/CASE

○ **Elite Production Services** videography

- Produced pre-recorded videos using Zoom + live streaming via Vimeo
- Vimeo is more stable with less buffering than Zoom
- 5-person crew on site from our HQ to produce event with teleprompter
- Ability to animate graphics, add professional voice over



Results and Tips

○ Attendance

- Free registration with option to donate as guests registered
- 1,276 views vs. max in-person attendance of 318
- 226 viewed at one time, 25% watched from beginning to end
- Plan to incorporate virtual element for future in-person events
- Still requires phone calls and personal effort to get guests to RSVP

○ Net Revenue Increase - 6% compared to 2019

- Most sponsorship revenue collected prior to rescheduling
- Secured a matching gift for our “paddle raise”/ live ask and broadcast \$50K goal with live thermometer that updated during the evening to generate excitement
- Raised 17% more than last year’s in-person live ask (not counting the match)
- Expenses 21% less than in-person sit-down dinner

○ Tips

- Use platform that keeps participants on the same screen for donations
- Select platform that allows interaction (donors could post public message, photo or GIF)
- Prep staff and board ahead of time to strategically post and make gifts during the event
- Add gifts that have arrived “off line” the night of the event to build momentum
- Share widely via social media to encourage more views
- Use high-quality videography partner to improve quality of story telling and transitions from one segment to another
- Keep the event page open to encourage giving after the event

