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](http://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