

Is your virtual event ready for prime time?

Run your event past this checklist to see if you're fully prepared:

Commitment

- Our event is fully supported by leadership, staff and volunteers
- Our event is led and managed by a key staff member
- We have board support and their full participation
- We've developed a compelling theme tied to our purpose/mission
- We've set a goal for this event

Communication

- Our event materials express a clear objective with well-defined expectations
- We set a firm timeframe to create a sense of urgency
- All of our event materials have consistent overall branding
- Our words communicate the value of our work
- Our words resonate with our ideal donor, showing how we fulfill their aspirations
- There is one clear call to action

Connection

- Pre-event, we're connecting with core supporters
- Pre-event, we've signed up/gathered/locked in sponsors
- We created one or more outcome-based videos to spark meaningful engagement
- Our videos/presentation evoke audience emotion
- Our videos/presentation show how services help one person (case study/testimonial)
- Post-event, we have a plan to thank and follow up with our attendees/donors

Coordination

- We have planned every detail for a seamless flow
- We created a virtual storyboard or timeline for the event
- Team members - board, staff, volunteers - know their assignments
- Our website content supports the event with visual design and content
- Our online fundraising platform is in place

Campaign

- We have a plan and timeline for comprehensive, multichannel promotion
- We've planned and written our email sequences
- We've developed a social media calendar
- We've created all of our print and supporting materials.

You can do this! And exceed even your own expectations.