

# Pivot to Virtual

from in person



When circumstances change and you have to pivot, we're here to help you. This article contains areas to consider when transitioning your once in person event to an online campaign.

## Plan

### Decide on presentation

If you planned a presentation such as sharing your organizations mission or highlighting a guest speaker, determine how you'll share that message with your supporters online.

**No presentation** - Exclude presentation from your campaign site.

**Written form** - Share your mission and/or highlight a speaker by including in a custom section on your Home page.

**Recorded video** - Create a video recording message, store on a site such as YouTube or Vimeo, and include in a custom section on the Home page.

**Live streaming** - Choose a live streaming option such as Facebook, YouTube or our sister product Churchstreaming.tv to host a Live presentation.

### Determine event day/time

If you plan a live streaming presentation, we recommend your event day/time aligns with when the presentation will be hosted, you can offer pre-event bidding leading up to the presentation. If planning a presentation other than live streaming, consider adjusting your event day/time to indicate a start and end to the auction open/close.

## Items

### Re-evaluate

1. **Certificates and gift cards** - Check the expirations of item certificates and gift cards to confirm they can still be redeemed.
2. **Terms and conditions** - Make sure that all of your item descriptions include terms and conditions including expiration or important restrictions.
3. **Redemption** - Plan redemption logistics. If you plan on shipping items, shipping costs can be passed on to the winner by creating an instant item named "Shipping".
4. **Live items** - If unable to auction off items live, change the Live items to Silent items and create a "Premium" category.
5. **Raffle items** - Consider adding a raffle. This is a great way for guests to participate before the bidding actually starts. You can even do a virtual drawing and announce the winner on your Home page.

# Customize

## From the campaign settings page

1. Global Settings
  - a. **Event Date/Time** - Confirm the event day/time.
  - b. **Required Information** - Consider requiring a card on file, email or mailing address from participants of the auction.
  - c. **Allow self checkout** - Set this to Yes so supporters can settle their balances from the Pay page.
2. Design Center
  - a. **Banner** - If using a custom banner, confirm event day/time.
  - b. **Call to Action** - Remove any tickets offered in the order form.
  - c. **Donation Revenue Goal** - Include on order form to share the revenue received because of Donations.
  - d. **Contact Us** - Confirm this information is the best way to reach out.
  - e. **Custom Sections** - Use custom sections to include a "digital program", a Live Feed link, highlight items or opportunities to donate, provide payment and item redemption instructions, and showcase sponsors.
3. Auction Settings
  - a. **Countdown Clock** - To show participants how much time is left in the auction include a countdown clock on the Items page. Add the auction end date/time, then set to countdown setting to "Show".
  - b. **Auto Close** - For events that do not have a Live presentation, we recommend setting the Auto Close to Auto Close. For Live presentation events, we recommend Manual Close. This allows some flexibility in case the presentation runs long.

# Messages

## By email

Notify your supporters of the change in plans and how they can still support you. Be sure to emphasize the event day/time and provide the shareable site link found on your Dashboard. If tickets were sold, consider mentioning they'll be converted to donations unless otherwise instructed. Visit the Help Center for additional email and text examples.

## By text

Take advantage of the text messaging feature to connect with registered users and share the change of plans.

Ex: The [EVENT NAME] auction is now VIRTUAL. Preview items here ##ITEMSLINK##, the online auction will open [DATE/TIME].

# Tickets

## Turn tickets into donations

1. We recommend sending out a communication to ticket purchasers informing them that their purchase will be converted to a donation with the option for a refund.
2. Select an order from the Ticket orders page.
3. Click "Return Order".
4. Follow the prompts.

# Next Steps

## Final prep and run campaign

Now that you have our site and communications transitioned to a virtual event, visit the Checklist for Virtual/Online events in the Help Center. There you'll find the steps for final preparation and running your campaign.

These steps can also be found in the Resource in the bottom right corner of your campaign site.

# Resources

## GiveSmart.com

Visit GiveSmart.com for webinars related to marketing tips and data driven strategizing including:

**Online Virtual Event Customer Success Stories**

**How to Attract an audience to your virtual event**

## Help Center

Our Help Center contains webinars and step by step guidance on pivoting and running Virtual events including:

**Running a Virtual/Online Event**

**Include a Live stream or Recorded video on your Site's Home page**

**Pivoting Communications**

**Checklist for Virtual/Online Event**