



Tips for Social Events

Adapting Special Events to fit into the *current environment*:

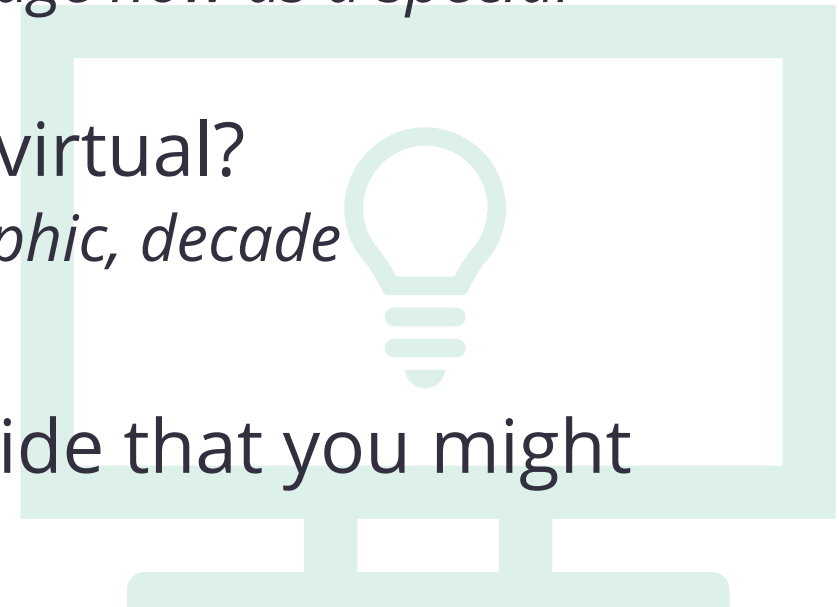
- Switching to a **virtual event**
- **Peer to peer** fundraising
- **50/50 Raffles**
- **Socially distant** in person events





Tips to Take a Campaign Online

- Review (or create!) your **timeline**
- How have **roles changed**?
 - *What colleagues or leadership should be involved?*
 - *What past donors/LYBUNTS/FYBUNTS can you engage now as a special opportunity?*
- What **engagement activities** can you take virtual?
 - *Ambassadors or competitions by region, demographic, decade*
- What **needs to wait** for next year?
- What does your **technology platform** provide that you might not be fully utilizing?



Tips to Remember



- **Use your resources**
 - Creativity!
 - Technology platforms
 - Expert colleagues
 - Your overall plan
 - Situational urgency
- **Personalize follow up**
- **Lead with gratitude**

