THURSDAY, AUG. 20 11 A.M. - 12 P.M.

VIRTUAL FUNDRAISING BEST PRACTICES





Speakers: Jennifer Maggio CEO, The Life of a Single Mom

> Alicia Wiensneth Senior Events Manager, Make-A-Wish Foundation



AGENDA

- Welcome + Introductions
- Virtual Fundraising Best Practices
 - Guest Speakers
 - Shared Resources
- Angels of Change Grant Overview
- Closing

QUESTIONS?

BCBSLAFoundation@bcbsla.com

ONLINE



SIGN UP FOR OUR MAILING LIST

WWW.BCBSLAFOUNDATION.ORG

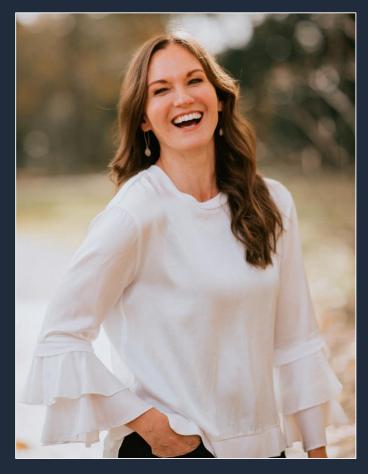
AGENDA

- Welcome + Introductions
- Virtual Fundraising Best Practices
 - Guest Speakers
 - Shared Resources
- Angels of Change Grant Overview
- Closing

AGENDA

- Welcome + Introductions
- Virtual Fundraising Best Practices
 - Guest Speakers
 - Shared Resources
- Angels of Change Grant Overview
- Closing

Guest Speakers



Jennifer Maggio
Chief Executive Officer
The Life of a Single Mom
www.thelifeofasinglemom.com

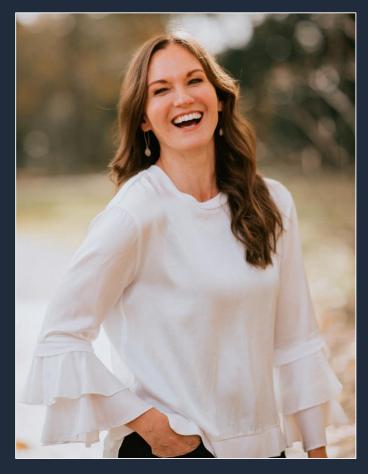


Alicia Wiesneth
Senior Events Manager
Make-A-Wish Minnesota
Mn wish org

The HOW: Planning + Execution

- What worked?
- What didn't?
- Tips
- Lessons Learned
- Questions after each presenter

Guest Speakers



Jennifer Maggio
Chief Executive Officer
The Life of a Single Mom
www.thelifeofasinglemom.com



Alicia Wiesneth
Senior Events Manager
Make-A-Wish Minnesota
Mn wish org

Biggest Takeaways

- Embrace the change
- Social Media is invaluable
- Keep it short, sweet, and authentic

Shared Resources

- Videos of successful examples
- Presentation
- Best Practice Tips + What to avoid
- Other examples:
 - Virtual Tours
 - Social Media Campaigns
 - Virtual Races: RunSignUp website
 - Amazon Smile
 - Other?

Virtual Fundraising Best Practices

Shared Resources

Video Examples:

- 1. Make-A-Wish MN Virtual Gala: https://www.youtube.com/watch?v=IUQGCAO-TLY
 - Silent Auction: <u>Auction Harmony</u>
 - Impact Videos
 - · Short program
- American Cancer Society South Region- White Out Cancer Gala: https://www.facebook.com/watch/?v=828753634326093&extid=rfKfvlz9xgXh2SYe
 - Silent Auction: https://whiteout2020.ggo.bid/bidding/package-browse
- American Cancer Society Capital Area Region- The Best Dressed Ball: https://www.facebook.com/BatonRougeBestDressedBall/videos/2736424523244345/
 - · Banner on screen listing donors and amounts during programming
 - · Watch parties hosted and featured
 - Local Bar tender models how to make specialty cocktails at home- delivered kits to watch parties with ingredients
 - · Live and taped musical acts
 - Included sponsors to do "commercials" during programming
- 4. The Emerge Center Emerge Fest Gala: live stream of Gala Happy Hour replay here
 - · Recruiting volunteers to host watch parties
 - Live streamed on Facebook Live
 - Used text feature to donate funds
 - First day of Gala was spent on social media sharing impact stories
 - Had local restaurant owner model how to make speciality cocktails at home

Articles on Virtual Fundraising:

- inRegister: https://www.inregister.com/features/virtual-reality-best-dressed-ball-online-fundraising
- 2. Business Report: https://www.businessreport.com/newsletters/the-network/going-

ANGELS OF CHANGE



QUICK FACTS

- **Amount:** 10 grants of up to \$250,000
- Duration: 3 years
- No. of Payments: 3

REQUIREMENTS

- Matching Funds: No
- Partners: Yes
- Reporting: Yes

ANGELS OF CHANGE

Purpose

Made to coalitions of previous Angel Honorees and their partners working together to address the systemic health & quality of life issues impacting Louisiana's children

Deadlines

March 1, June 1, September 7, December 1

BR Youth Workforce and Empowerment Coalition Angels:



- Front Yard Bikes- Dustin LaFont
- Humanities Amped Destiny Cooper
- Line4Line- Curtis O'Neil
- The Big Buddy Program Gaylynne Mack



Pediatric Mobile Medical Clinic Angel Award recipients who are part of the DRCHC family include:

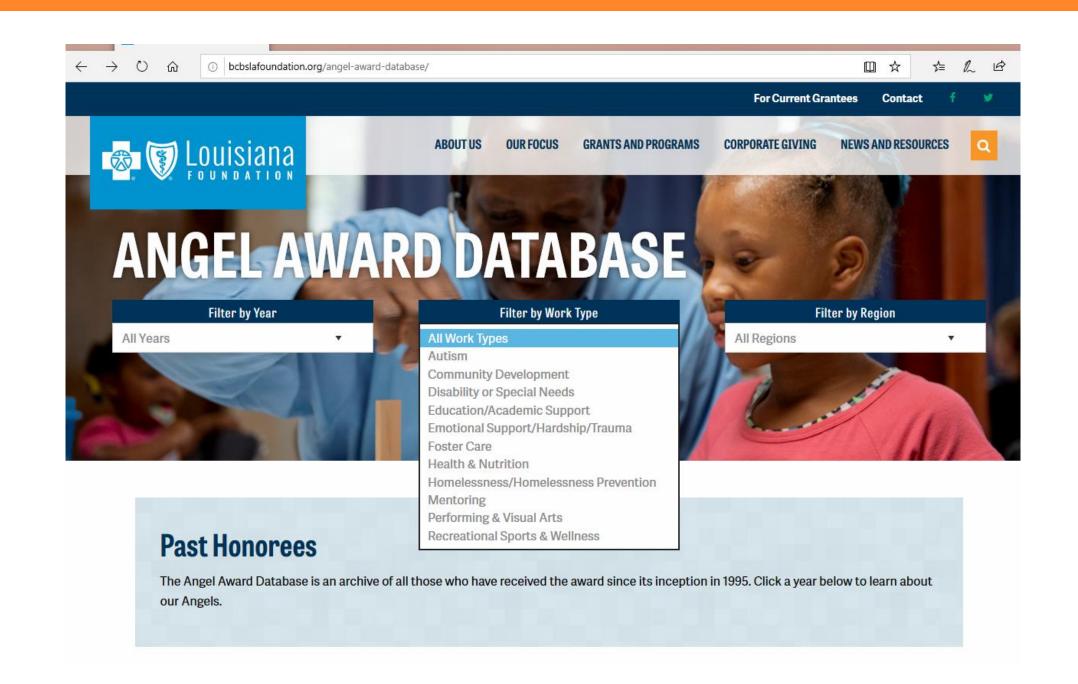
- Yolanda Green RN, at a SBHC (2019)
- Dr. Raymond Hicks (2008)
- Sr. Sharon Rambin, manager of the SBHCs (2000)

Other Angel Award recipients from northwest Louisiana who are committed to partnering with Mobile Medical Clinic include:

- Sylvia Goodman (1998)
- Dr. Ruby Scroggins (2016)
- Carter Boyd (2011)
- Dr. Dee Barfield (2019)
- Dr. Thomas A. Pressly III (1999)
- Kassi Robinson (2015)

Key Traits

- Clear evidence of collaboration
- Solving systemic issues vs. expansion of organizations current efforts



QUESTIONS/DISCUSSION



THANK YOU!

SIGN UP FOR OUR MAILING LIST

WWW.BCBSLAFOUNDATION.ORG

Michael Tipton

Foundation President michael.tipton@bcbsla.com 225-297-2849

Chloé Wiley

Foundation Initiatives Manager

chloe.wiley@bcbsla.com

225-298-7826

Tanja Foil

Foundation Initiatives
Coordinator

tanja.foil@bcbsla.com

225-298-1851

Ben Mahoney

Communications/Special Projects Manager

ben.mahoney@bcbsla.com

225-298-7377

