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

Louisiana Foundation
AGENDA

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

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SIGN UP FOR OUR MAILING LIST
WWW.BCBLSAFOUNDATION.ORG
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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
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Alicia Wiesneth
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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

Video Examples:

1. Make-A-Wish MN Virtual Gala: [https://www.youtube.com/watch?v=1UQGCAO-TLY](https://www.youtube.com/watch?v=1UQGCAO-TLY)
   - Silent Auction: [Auction Harmony](https://www.auctionharmony.com)
   - Impact Videos
   - Short program

2. American Cancer Society South Region- White Out Cancer Gala: [https://www.facebook.com/watch/?v=828753634326093&extid=rf8f39x9gXh25Ye](https://www.facebook.com/watch/?v=828753634326093&extid=rf8f39x9gXh25Ye)

   - 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](https://www.inregister.com/features/virtual-reality-best-dressed-ball-online-fundraising)
   - 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 specialty cocktails at home

Articles on Virtual Fundraising:


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

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
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
Past Honorees

The Angel Award Database is an archive of all those who have received the award since its inception in 1995. Click a year below to learn about our Angels.
QUESTIONS/DISCUSSION