

The Big Book of Hybrid & Virtual Event Ideas

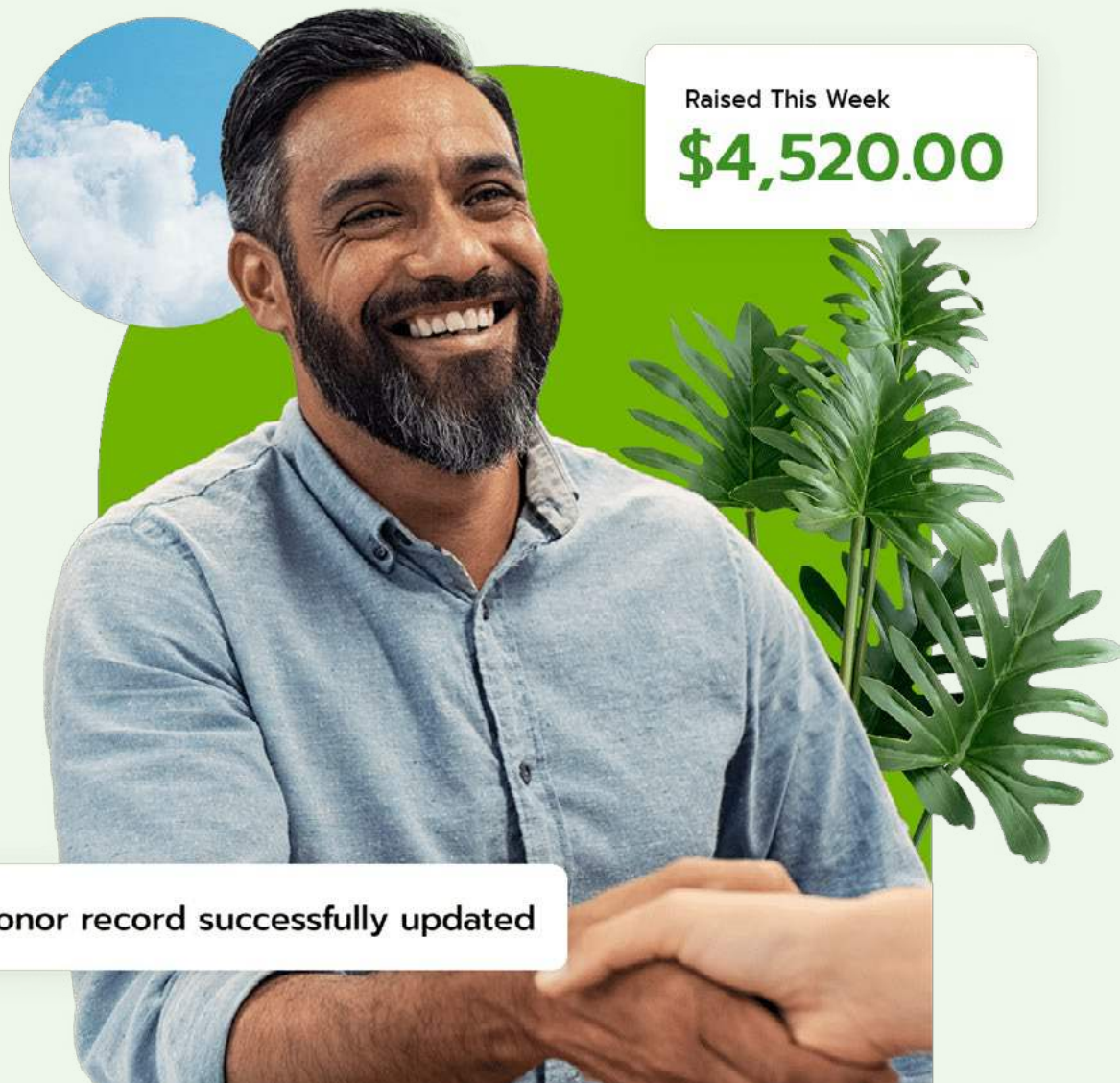


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Raised This Week

\$4,520.00



Donor record successfully updated

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Introduction

Hybrid and virtual events may have been born out of a challenging time, but we believe they're here to stay. Offering the ability for supporters to take part in your events no matter where they are in the world offers a terrific opportunity to grow your number of fundraising participants, engage more of your supporters, and ultimately raise more money for your mission.

Many silent auctions and peer-to-peer events were hosted entirely online or in small groups in 2020. Hybrid and virtual events raised roughly the same as in-person fundraising events did the year before, which proves that it's possible to host successful events with virtual participants.

In the pages that follow, you'll find hybrid and virtual event ideas you can use to raise money, accompanied by out-of-this-world fundraiser examples. These hybrid and virtual fundraising events used technology to create an experience attendees could enjoy no matter how they participated. The result was tremendous fundraising success for these organizations.

Hybrid Event Ideas



First, what is a hybrid event?

Hybrid fundraising events involve blending the best parts of in-person and virtual events into a single successful fundraiser. For example, if you hosted an in-person 5K race but also gave virtual attendees the ability to participate via a fitness tracker, you'd be hosting a hybrid event that's fun for racers regardless of where they're running. What's important is creating a stellar event experience that both in-person guests and virtual guests enjoy.

We've put together some great hybrid fundraising ideas below that you can use to offer great hybrid event experiences to your supporters.



Events with limited in-person participation

Sometimes your ideal venue is smaller, or you want to create an exclusive event experience for a select group of your nonprofit's biggest supporters. The solution? Host a hybrid event with limited in-person participation!

You may limit the number of tickets to the in-person event without restricting your guest list to top tier donors, or you could have a specific guest list with open virtual registration for everyone else. Either way, you're capping in-person participation to a certain size and encouraging other guests to participate virtually.

This hybrid event format works great for more upscale events like fundraising galas, or for unique experiences like an over the edge fundraising event (We'll show you great client examples of these kinds of events later!).

If you want to create a hybrid event with exclusive in-person options, consider one of the following:

- Swimming with dolphins (or another unique experience)
- A celebrity meet and greet event
- A private tour of your facility
- Unique and entertaining challenges to win a prize
- A private party in a special venue that generally isn't open to the public

With the ideas above, the key is to also create a virtual attendance option. Livestream the experience for those who aren't part of the exclusive, in-person experience. This provides those who are missing out with an entertaining virtual experience that inspires both virtual and in-person donations to your hybrid event.



In-person event formats that make it easy to incorporate virtual elements

If you want your hybrid event to be more inclusive than exclusive, your best bet is to modify an in-person event format so that you can include virtual participants from anywhere. Typically, this means livestreaming the event for supporters who can't attend in person. Virtual guests may be out of your service area or facing mobility issues, but still want to have a fun time with other donors. With a few small tweaks to your in-person event, you can create an inclusive hybrid event that garners a lot more support from your out-of-town supporters.

Some in-person events make it easy to add virtual elements, such as:

- 5K races and other competitions
- Galas
- Silent Auctions
- Scavenger hunts
- Concerts and performances

With the ideas above, the key is to also create a virtual attendance option. Livestream the experience for those who aren't part of the exclusive, in-person experience. This provides those who are missing out with an entertaining virtual experience that inspires both virtual and in-person donations to your hybrid event.



How to deliver a great experience to both in-person and virtual attendees

Whether you choose an exclusive or inclusive hybrid event format, the key to hosting a successful fundraiser is creating a meaningful experience for your in-person guests and your virtual attendees. A great event experience will earn you more donations regardless of how your supporters choose to participate. Here are some tips for offering a great guest experience for all:

Start with a plan. Just because some event formats make it easy to incorporate virtual elements doesn't mean you're offering the best experience possible for in-person or virtual guests. What does help ensure everyone has a good time is approaching the event experience with a plan in place.

Sit down with your event team and determine what you want the virtual and in-person experiences to be. Undoubtedly, they'll be different from one another. But that doesn't mean that both groups of participants can't have a great time.

Determine how virtual and in-person guests can interact or share an experience. This can mean giving in-person guests screen time on your livestream to talk to virtual attendees. It could mean giving virtual attendees a way to directly influence the experience of in-person guests. If there isn't a way to give in-person and virtual attendees a shared experience, you still have ways to make the event memorable and fun for everyone. You can create unique activities for each group. For instance, a hybrid scavenger hunt is a great way to engage in-person and virtual attendees. You'll see an example of one later in the eBook!

Another consideration is to ensure the donation process is simple and straightforward, and that your software solutions make it easy for participants to take part by hosting test runs of your hybrid event to ensure everything runs smoothly the day of the event.

Hybrid Events We Love



Hybrid event inspiration from Qgiv clients!

These hybrid events earned gold stars by offering great experiences for hybrid and virtual guests, which led to their fundraising success.

Sky Full of Stars Hybrid Gala

Phoenix Rising's Sky Full of Stars hybrid gala event featured a silent auction event that was open to virtual and in-person guests. All guests were prepared a meal from Dominick's Steakhouse. The 100 in-person attendees enjoyed the event from the rooftop dining area of the restaurant while virtual guests received their meal to eat at home.

This is a perfect example of an exclusive hybrid event. While the number of virtual attendees was unlimited, there were only 100 guests admitted to the in-person party. To compensate for the limited capacity at the live event, they livestreamed the event for those attending from home.

This gala featured a silent auction that was open to in-person and virtual guests. The emcee at the event showcased the auction items available, sold wine bottles, and managed the fund-a-need aspects of the event.

The screenshot shows the website for the 'Sky Full of Stars' event. At the top, there are navigation links: 'Live Auction/Fund-A-Need', 'Donate', 'Sky Full of Stars', 'Register/Raffle', and 'Sponsors'. The main banner features the Phoenix Rising Charities FC logo and the text 'SKY FULL OF Stars' with a starburst background. Below the banner, it says 'A VIRTUAL EVENT BENEFITING PHOENIX RISING FC CHARITIES THURSDAY, APRIL 1, 2021 7pm | WWW.CHARITYSOCCERBALL.COM'. On the left, there is a 'Thank you To Our Sponsors' section with the Dominick's Steakhouse logo. On the right, there are 'Share on Facebook' and 'Share on Twitter' buttons. In the center, there is a 'Live Stream' section with a video player showing the event title and a play button. Below the live stream, there is a welcome message: 'Welcome to the 2021 Spring Charity Soccer Ball! This is the first virtual event in our history. "Sky Full of Stars" is a hybrid fundraiser featuring an in-person, socially distanced gala for 100 guests on the open-air rooftop at Dominick's Steakhouse and an unlimited number of at-home table hosts featuring a take-out meal bundle from Dominick's. The one-hour fundraiser portion of the event will be live streamed, so everyone from Phoenix Rising FC and Phoenix Rising Youth Soccer Club, plus their friends and families can participate. Your participation will help children across the six regions of Phoenix Rising Youth Soccer Club and FC Tucson Youth Soccer Club.'

Phoenix Rising's Sky Full of Stars was a hybrid gala event. **Is a gala right for your nonprofit?**

Scavenger Hunt for Kids' Sake

Big Brothers Big Sisters of the Bluegrass put together a hybrid scavenger hunt event to replace Bowl for Kids' Sake, an indoor in-person fundraising event. They did this to avoid putting their supporters at risk. The in-person event took place outside at Redmile Gaming and Racing. Virtual attendees took part via Zoom at the same time as the in-person event. Participants recruited teams of 4-6 participants and competed by completing challenges and fundraising. The challenges were designed to be family friendly and virtual attendees could take part from anywhere. Participants used a free scavenger hunt app, Eventzee, to take part and mark challenges complete.

This event didn't cap attendees but took people's comfort levels into account by creating a unique virtual event experience for teams who wanted to support the event but were concerned about being part of a large gathering.

A great feature of this event is the incentive program for fundraising. While teams completed scavenger hunt tasks for points, they could earn additional points for raising funds for Big Brothers Big Sisters of the Bluegrass. Scavenger hunt teams that were motivated to win raised more funds to earn the points needed to take first place.



STEP 1 REGISTER

The earlier you register, the sooner you can start earning points!

Register by May 14 - Get 100 bonus points and entry into a prize drawing!



SCAN THIS QR CODE
www.bbbs-bluegrass.org/bbbs
 OR CALL 859-231-8181

STEP 2 RECRUIT A TEAM

Teams consist of 4-6 people and can choose to participate virtually from anywhere or in person at Red Mile Racetrack! Fundraising is a staple to Bowl for Kids' Sake, with participants collecting donations in the weeks leading up to the event.



STEP 3 COLLECT DONATIONS

We ask that each team attempt to raise a minimum of \$250.
 Raise \$200 - Earn 100 points for each \$100!
 Reach team's \$500 goal - Earn 250 bonus points!
 Reach \$1,000 VFP goal - Earn 500 bonus points and get treated as VIP!



STEP 4 DOWNLOAD THE APP

Challenges will be completed through a free app called Eventzee, which is available for download through the App Store and Google Play Store. If you do not wish to participate through the app, a paper copy can be provided.



STEP 5 ATTEND AN EVENT

The in-person event will be held at Red Mile Racetrack in Lexington. The virtual event will be held the same date and time over Zoom, and participants can take part wherever they are! Lunch will be provided.



STEP 6 COMPLETE CHALLENGES

Most pre-event challenges can be completed anywhere and will begin May 14, so be sure to register and download the app early! On event



STEP 7 EARN POINTS

Teams will be awarded points for both fundraising and completing challenges! There will be a variety of challenges available, which will require teams to



STEP 8 WIN PRIZES

Raise a lot of money? You rock! Complete the most challenges? Great job! You and your teammates can win awesome prizes for doing both! Stay



Big Brothers Big Sisters of the Bluegrass created family-friendly entertainment catered to both their in-person attendees and those who attended virtually.

Want to try it?
[Request A Demo](#)

Fight Hunger 5K/10K Race

The Fight Hunger 5K/10K hybrid event made it safe to participate in a healthy running event benefitting Northern Illinois Food Bank. Their hybrid event featured virtual participation where runners could choose their own routes. Virtual participants could complete their 5K or 10K any time between April 17th and April 24th. Virtual runners submitted their times via an app and received the same items as in-person guests.

A limited-capacity in-person race was also available at a park in Wheaton, Illinois. The in-person event used multiple races in the same category that began at different times to keep the number of people gathered at once to a minimum. Participants in the in-person event could not join the event until their race time and once completed, could not stay for other races. This method was meant to keep in-person attendees safe and limit exposure to COVID-19.

Fundraising participants could participate virtually, but in-person racing was limited to a select few participants. That didn't stop Northern Illinois Food Bank's supporters from fundraising on behalf of the nonprofit. Motivated by a donor generously matching gifts up to \$30,000, participants raised more than \$180,000 to support the food bank and ensure that no one in their community would have to go without food.

FIGHT HUNGER 5K 10K

NORTHERN ILLINOIS FOOD BANK

APRIL 17 2021

Race Details

For the 2021 race, we are currently offering two different registration options, either *Virtual* or *In-Person*. Please review the full details of each event to determine which race option is the best fit for you. Participants will receive the same race items and fundraising incentives no matter which registration option is selected.

Our current plans are based off of our most-current understandings of all health and safety recommendations, and we reserve the right to adjust the parameters of the race in order to protect the health and safety of our participants, volunteers, and staff members.

Virtual

[Click Here to View the full Virtual 5K & 10K Results](#)

A virtual race is almost exactly the same as an in-person race, but instead of running along the same course, participants can complete the 5/10 kilometers anywhere they choose. You can race against your treadmill, take your laps around the neighborhood, or walk your dog for the day! The possibilities are endless, and YOUR 5K/10K route is up to you!

All virtual participants will receive the race t-shirt and finisher medal, and there are still opportunities for placement medals if the virtual participant will be self-submitting their own time.

Links to self-submit times and photos will be set to participants as the race date approaches. All participants must complete their run and submit their race time between Saturday, April 17th and Saturday, April 24th.

[Click Here to view the Virtual Event Guide](#)

In-Person Cantigny Park, Wheaton

SOLD OUT

On-Site Options are SOLD OUT

[Click Here to View the full 5K results](#)

[Click Here to View the full 10K results](#)

[Click Here to View Photos from the Event](#)

We are currently planning for a limited in-person event day race experience that will allow physical distancing between participants, staff, and volunteers.

Participants will be assigned a specific start time according to their estimated time to complete the race. Race waves will start at the following times:

5K Races: 8:00AM, 8:45AM, 9:30AM, 10:15AM
10K Races: 11:00AM, 12:15PM

Participants will receive further instruction as the race date approaches, and will be given their specific wave start time by Thursday, April 15. All participants that are waiting for their wave to begin will be asked to wait in their vehicles until it is close to

Northern Illinois Food Bank's Fight Hunger 5K/10K Event capped in-person attendees but kept virtual participation open for everyone.

Fido & Friends Fun Run/Walk

Eau Claire County Humane Association hosted a fun run/walk that was open to in-person and virtual attendees. They designed their event to appeal to virtual and in-person participants equally. The in-person event had prizes and contests that were unique to those attending the event. Those who participated virtually had a longer time to take part in the fun run/walk and could win prizes for contests that were unique for virtual participants.

This event is a great example of a hybrid event where planners considered the experiences of both distinct groups to make sure everyone had a great time no matter how or where they participated from.

The incorporation of contests and prizes for fundraising helped motivate their supporters to dig deep and give more. Ultimately, their fundraising event raised more than \$22,000.



Registration Help

How to Register:

1. Select virtual or in-person adult ticket.
2. Choose your **shirt size** and (if in-person) if you will be running or walking.
3. Read and accept the event **wave** (if in-person).
4. Add optional **merchandise** to your registration: Kid's shirts are \$12 and crewneck sweatshirts are \$25. Both feature the official event design.
5. **Billing** & option to register another adult or **register a child(ren) 12 & under**. Kid's registrations (either virtual or in-person) do **not** include an event t-shirt, if you would like to purchase one, please do so on the optional merchandise screen.

Event Information:

You're invited to the 35th Annual Fido & Friends Fun Run/Walk! **We are offering virtual and in-person tickets this year.** This sponsor-themed event will benefit the Eau Claire County Humane Association.

Pre-registration is required this year, so check out our ticket options and reserve yours today! **Order before** May 1st to be guaranteed an event t-shirt!

Virtual Adult Registration Includes:

- Ability to participate from **anywhere** you like over the course of the event weekend! Walk, run, or bike 1-3 miles any time May 14-16th! On a trail, around your neighborhood, or even on a treadmill!
- Official 2021 event t-shirt
- Chances to win prizes for top pledge collectors and creative Run/Walk online contests!

In-person Adult Registration Includes:

- Entry to the in-person Fun Run/Walk at Carson Park - Pine Pavilion on Saturday, May 15th, 2021 from 9:00am - Noon, where you can safely enjoy the run/walk, raffles, and visit a few spread-out vendor booths!
- Official 2021 event t-shirt
- Dandana with matching design (Masks are required for this event.)
- Reusable dog water bottle (To promote social distancing & keep your pet hydrated, we're providing these to all registrants.)
- Chances to win prizes for top pledge collectors and creative Run/Walk online contests!
- Chance to win raffles at in person event!

Children 12 & under may be registered for free and you can add them as an additional participant in the billing section of your own registration. Their shirts are sold **separately** for \$12 (available for purchase at the end of your registration.)

Please email us with any questions at all@kfoster@eccha.org

This hybrid fun run event raised more than \$22,000 for animals in need thanks to offering in-person and virtual participation options.

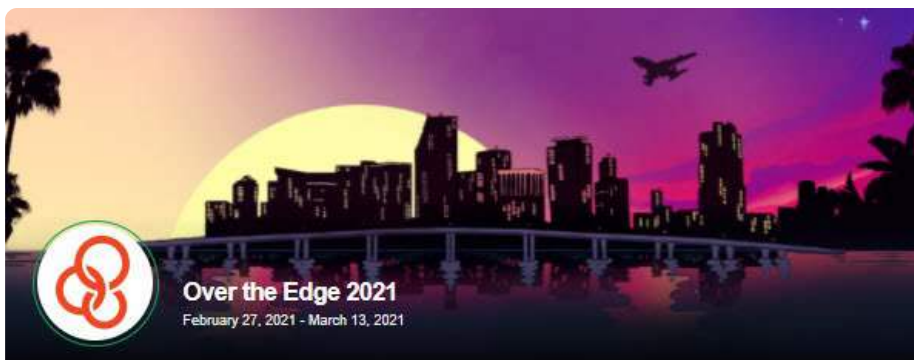
Over the Edge

Greater Miami Youth for Christ hosts annual Over the Edge fundraising events. Because of COVID-19, they took extra steps to host their annual fundraiser as a hybrid event. While there were no options to participate virtually, the nonprofit made up for this by livestreaming the event. This made it possible for people who contributed to a friend or loved one's fundraising campaign to watch the participants rappel down the side of a building.

The nonprofit raises money to stop youth violence by offering a unique activity that participants must fundraise to take part in.

Over the edge events take exclusivity to another level. Supporters wanting to take part in the event must fundraise to secure their spot. Usually, this requires reaching a certain fundraising goal. This is a major motivator for supporters looking for an opportunity to take part in a once-in-a-lifetime event. Livestreaming the event rewarded those who donated to a participant's donation page with the opportunity to watch their friend or family member rappel down the side of a building.

This event gets a lot of media attention even when the number of attendees is restricted to the staff required to run it and the rappellers. Despite the small guest list for in-person participants **the event raised more than \$132,000.**



A screenshot of a fundraising page for 'Over the Edge 2021'. The page includes social media sharing buttons for Facebook and Twitter. A progress bar shows that \$132,802.55 has been raised out of a \$150,000.00 goal, which is 88% of the goal reached. Below the progress bar is a 'Donate Now' button and a 'Register For This Event' button. The 'Recent Activity' section lists several donors with their names and the amount they raised. At the bottom, there is a 'Leaderboard' section with a dropdown menu set to 'Individuals' and a list of donors with their names and amounts raised. A 'View Full Leaderboard' button is also present.

Over the Edge events have proven to be a profitable fundraising event that is easy to make into a hybrid experience. You can read more about Over the Edge events [here](#).

Raisin' the Rent Virtual House Party and Silent Auction

One of the most unique hybrid fundraising events that took place during the COVID-19 pandemic was the St. John Center for Homeless Men's Raisin' the Rent Virtual House Party and Silent Auction. This event invited participants to sign up to host a house party in their own homes with small groups of friends and family members to decrease the chances that participants would be exposed to COVID-19.

These individual house parties are an example of DIY fundraising. Those who hosted parties raised funds by charging attendees to come to their party. Then those funds were donated to the St. John Center. It was a unique experience in that the in-person element was determined by the individual fundraising participants. They could choose the theme for their house party, decide how many could attend, and what the entertainment would look like.

That said, it was a great hybrid experience because all of the different house parties livestreamed their events to build comradery among all of the supporters who came together to support the St. John Center.

In addition to raising funds via virtual house parties, the center also had a silent auction event that guests could participate in virtually, even if they didn't attend a house party in person. This empowered supporters who worried about gathering with others inside an opportunity to support the nonprofit while keeping themselves safe.

Part house party and part virtual silent auction, the St. John Center for Homeless Men's Raisin' the Rent hybrid event raised more than \$140,000 to help people in need.

Looking to host an auction?

[Request A Demo](#)

Virtual House Parties Silent Auction Raffle Raisin' the Rent Main Page Fund the Mission

Sponsored by *Avria* **ST. JOHN CENTER FOR HOMELESS MEN**

RAISIN' THE RENT VIRTUAL HOUSE PARTIES

This year, **Virtual House Parties** gather family, friends, colleagues, and networks together online to help our neighbors experiencing homelessness when you host a *Virtual House Party*. You can join as many house parties as you want and get in on the fun. Check back here on February 6, when the fun begins!

To make *Virtual House Parties* a little more fun - the party with the most guests and the party that raises the most money will win special recognition in St. John Center media throughout the year.

Join One or Several House Parties!

Raisin' the Rent Virtual House Parties Leaderboard

Individuals	Amount Raised
[Profile Picture]	\$33,850.00 raised
[Profile Picture]	\$28,415.00 raised
[Profile Picture]	\$17,550.00 raised

Virtual Event Ideas



Where hybrid events blend the best of in-person and virtual events, virtual events take place entirely online. These events are usually inexpensive to host. That low overhead can make a successful virtual event even more profitable for nonprofits. Many organizations found virtual events to be an effective substitute for events cancelled in 2020 due to the coronavirus pandemic.

According to our Navigating the Unknown report, 41.6% of the nonprofits surveyed indicated they planned to continue hosting virtual events beyond the pandemic. Some are choosing to switch exclusively to virtual events while others will host a combination of in-person, virtual, and hybrid events.

Nearly half of the nonprofits in this survey discovered the profitability of virtual events and are choosing to keep them as a regular part of their fundraising calendar. If this inspires your nonprofit to host virtual events, consider the virtual event ideas below.



Great events that can be hosted 100% online

There are some events that are a natural fit for the virtual format. The event ideas below work 100% virtually without being tweaked from an in-person event.

- Video game marathons
- Recording an attempt to break a record or complete a difficult challenge
- Trivia competitions
- Virtual watch parties (Movies, TV shows, performances, etc.)
- Virtual mixers





How to convert traditionally in-person event formats to a virtual format

Some in-person events also lend themselves to the virtual format very easily. Virtual 5K/10K races, for example, can easily be converted to a virtual event using fitness trackers that let participants share their run/walk data online.

Silent auctions, galas, classes, and other traditionally in-person events can be successful virtually too. The key is to ensure that the parts of the in-person event that guests love are part of the virtual event as well.

A livestreaming software solution like Facebook Live or YouTube live is an invaluable tool to bring these in-person elements to life during a virtual event. They make it easy to get guests' attention and even build a sense of community among attendees.

Sending food to guests who are accustomed to a nice meal at your annual fundraising option is a great way to create an immersive virtual experience for your donors.

You can even improve upon events by changing the format to virtual. Silent auctions with paper bid sheets have been done a lot. But often, bidders don't check the sheets enough to up their bids. Or if they check too frequently, they can't enjoy the other features of your fundraising event. Using a solution to empower attendees to bid online from their computers or through a mobile app can increase the amount of money a silent auction raises by sending notifications to bidders when they've been outbid, while also empowering them to place bids and buy items from anywhere in the world.



Virtual Events We Love



**Virtual event examples from some seriously
creative Qgiv clients!**

Givers & Gamers

Ronald McDonald House Charities of the Bluegrass used Qgiv to host a peer-to-peer fundraiser called Givers & Gamers. This virtual event replaced an in-person annual event that wasn't possible to host safely during the pandemic. Rather than miss a fundraising event, the team at RMHC Bluegrass quickly got to work setting up their virtual event with Qgiv's peer-to-peer fundraising tools.

The event was inspired by charity livestreams hosted by gamers online. Many livestreamers online play video games as a form of DIY fundraiser. Their fans gave to support the charity of the gamer's choice. Motivated by this family-friendly fundraising model, they encouraged their supporters to dust off their video game consoles and livestream video gaming while asking for funds from their fans, friends, and family.

To help those who weren't skilled with livestreaming, the nonprofit hosted virtual Dungeons & Dragons sessions and Jackbox Games events for participants who wanted to play games but were unsure about setting up their own livestreams.

The event was a huge success! The event reached 122% of the nonprofit's fundraising goal, and the top fundraiser was a teenage boy who fundraised on a livestream as he played video games. Givers & Gamers was so successful Ronald McDonald House Charities of the Bluegrass hosted a second Givers & Gamers virtual event.

This virtual event was so nice they hosted it twice! Their second Givers & Gamers raised 113% of their fundraising goal!

The screenshot shows the event page for "Givers and Gamers 2.0" held from February 19-21, 2021. The page features a dark header with navigation links: Event Home, Donate, Register, Sponsors, and Schedule. The main title "GIVERS & GAMERS" is in large, stylized red and yellow letters, with the tagline "A VIRTUAL GAMING EVENT TO SUPPORT KEEPING FAMILIES CLOSE" below it. A progress thermometer on the right indicates that \$14,175.00 has been raised, exceeding the \$12,500.00 goal by 113%. The page includes sections for "About Givers & Gamers", "About RMHC of the Bluegrass", and a "Givers and Gamers 2.0 Leaderboard" with a list of donors and their amounts raised. Social sharing buttons for Facebook and Twitter are also present.

Tanglen Elementary PTO Virtual Silent Auction

Tanglen Elementary PTO is a 100% volunteer-run nonprofit helping to fund opportunities for students so that no student misses a learning experience. They host a variety of events, but one that has been a recurring event for them is the Parents' Night Out event.

PTO members were determined to give students the tools they needed to succeed, even during a global pandemic, so they transitioned their event to a virtual experience with a virtual silent auction.

Jen Cameron, the fundraising chair of Tanglen Elementary PTO, solicited donations for auction items and got them listed on the auction event page for early promotion. She also coordinated a wine pull as part of the event as a tactic to get parents to take interest in the event and stick around to bid on items after purchasing a mystery bottle of wine.

They reached their fundraising goal and raised almost one third of their annual operating budget with this one event! With a fund-a-need campaign incorporated into the event, every member of the Tanglen Elementary staff received an appreciation gift from the PTO as thanks for their hard work.

Auction Home Donate Items Register Sponsors

Tanglen Elementary PTO Auction

[Donate Now!](#) [Register](#) [Auction Items](#) [Buy it NOW!](#)

The 2021 Tanglen Silent Auction is all-online! You can review all items here, PLUS buy NOW items: staff gratitude gifts, wine pull & shredding bags!

Bidding starts at 8 am on March 8th and ends at 8 PM on March 19th.

You can bid on a range of terrific items including a private dinner for 10, backyard camping set, driveway social pack, private movie theater rental, virtual music lessons & much more!

There's something for everyone!

100%
80%
60%
40%
20%
0%

\$8,626.00
achieved

\$5,000.00
goal

172%
of your goal reached

Before hosting the event virtually, the event raised \$2,500 on average. In a virtual format using Qgiv's auction tools, they raised more than \$9,000. **Learn more about the tools they used. >**

Bill's Bash Virtual Gala

One of the most visually appealing virtual events we've seen is the Seattle Shakespeare Company's Bill's Bash Virtual Gala. Seattle Shakespeare Company's 2020 Bills Bash event pivoted to a virtual format and did an excellent job of making the event accessible to guests at home.

Normally, their Bill's Bash gala is an exclusive event for their supporters. Because the gala was virtual this year, they offered exclusive content only available to those donating to their cause or fundraising on its behalf.

Their page made it clear that to see the exclusive Seattle Shakespeare Company content and behind-the-scenes footage, supporters would have to donate to the event, register and create a DIY fundraiser, or register for the silent auction.

This teaser, as tantalizing as it is, isn't all Seattle Shakespeare Company shared on their event page. To give event page visitors an idea of the content they made, they included links to download a coloring book page featuring their mascot, Shakesbear, and Bill's Bash ruff selfie filter. They even teased custom-made Zoom meeting backgrounds!

The exclusive content inspired supporters from all over to give to the event. **This virtual fundraiser raised more than \$230,000.**

Let's color Shakesbear!

Fill Shakesbear in his garden with your own colors! Share your artwork on social media and tag us #BillsBash2020 #SSCShakesbear — we'd love to see your work!

[Download Coloring Page](#)

Zoom Virtual Backgrounds!

Turn any meeting into a Bash with these virtual backgrounds!

[Share on Facebook](#)

[Share on Twitter](#)

Print, Cut, and Decorate Your Own Ruffs

#BashSelfie

Fancy yourself up with a printable ruff! Tag us using #BillsBash2020 #BashSelfie to share your selfies on social media.

[Get your ruff here!](#)

The items pictured here are some of the unique incentives Seattle Shakespeare Company offered to attendees of their 2020 Bill's Bash event. Thanks to motivating their supporters to attend virtually, the event raised more than \$230,000.

A Chance to Shine Virtual Bike/Walk Event

BHcare Foundation hosts an annual bike/walk event called A Chance to Shine. In 2020, they made the transition to a virtual event that supporters had two weeks to participate in.

They leveraged the Qgiv peer-to-peer system to keep participants engaged and clearly communicate with their supporters that even though the event had changed, their support was still important to raise vital funds for their mission.

The foundation extended the timeframe for supporters to take part. Participants had two weeks to fundraise and get their movement in.

By granting extra time and encouraging supporters to complete the bike/walk at their own pace, they were able to generate a lot of interest in the event. **A Chance to Shine event raised more than \$104,000.**



What is a Virtual Walk or Ride?

Are you familiar with the concept of a charity walk or ride?

It's where a person wants to help a worthy nonprofit cause, they sign up to complete a walk or ride, they get an online fundraising page and set their personal fundraising goal and distance. They send it to family and friends who donate, they walk or bike their goal distance and the money is donated to the charity.

[Register Today!](#)

[Sponsor the Event!](#)

Why are Virtual events like this easier?

- **It can be done anywhere:** You can complete the ride or walk anywhere: at home, in your neighborhood, while walking the dog...jump on your Peloton, wherever!
- **It can be completed at any time during the event dates of 6/6-6/21:** You can split it up, for example, walking or biking 1 mile a day. You set the goal and your pace!

Once you've completed **A Chance to Shine**, all you need to do is update your fundraising page so your supporters know you're finished! You're also welcome to take a photo of yourself and post it on your page or **send it** directly to us for our Virtual Finish Line!

Take this Chance to Make a Real Impact

When can I register to participate?

- Anytime between today and **June 21st**.

What dates can I complete my distance and fundraising goal?

- Fundraising dates are from June 6-21, but you can

Virtual Kick-Off and Virtual Finish Line

Let's raise everyone's spirits as we all join together on ZOOM to kick off **A Chance to Shine**.

- Join us at **10:00am on June 6th** for a Virtual Kick-Off! Click [here](#) to join via ZOOM!

We'll finish this event with a bang! Cross the virtual finish line when you reach your personal distance and

Instead of following a set route, participants chose a distance to travel by bike or on foot, then fundraised for BHcare Foundation as they went the distance.

Want to host a virtual walk, run, or ride?

[Request A Demo](#)

Cocktails and Carnival

Spark! Hosted a unique virtual event that was carnival themed called Cocktails and Carnival. Their one-hour livestreamed event featured circus acts from professional performers, a class to learn how to make your own balloon animals, and a virtual silent auction. That was a lot of great and engaging activity for a one-hour event!

But the fun didn't stop there. Spark! Realized one of the most fun parts of going to the carnival is carnival food. Their virtual attendees were all sent what the organization called "Big Top Boxes" with foods participants chose from a carnival-inspired menu. The food was paired with specialty cocktails designed for the event.

This event shows the lengths nonprofits can go to in order to bring virtual attendees an outstanding experience.

Carnival food was a great incentive to sign up for Spark!'s Cocktails and Carnival fundraising event. Participants could choose food items from a carnival-inspired menu and even arrange to have their meal delivered to their home!

MENU CHOICES

Each guest may select four (4) of the listed items to include in their personalized Big Top Box.
(A Big Top Box for 2 adults will contain 8 menu items, 4 per person)

All sauces come on the side to accommodate dietary needs and provide kid-friendly options.

MAINS

- Fried Chorizo + Pepperoni Pizza
Tuscan Tomato Dip
- Fried Cheese Pizza ●
Tuscan Tomato Dip
- Smoked Gouda Mac and Cheese Bites (2) ●
Jalapeño Bacon Ranch
- Texas Prime Beef Sliders (2)
Gruyere Cheese, Bacon Jam, Paprika Onions
- One Bite Plant Based Bad & Bougie Burger (2) ●
Special Sauce w Vegan Bacon Jam
- Texas Smoked Brisket Eggrolls (2)
Dr. Pepper BBQ Sauce
- Sausage on a Bun (2)
Spicy Beer Mustard
- Mini All Beef Corn Dogs (2)
Mustard

DESSERTS

- Fried Oreos (2) ●
Whiskey Anglaise, Sugar Dust, Ganache
- Mini Seasonal Berries Funnel Cake (2) ●
Citrus Whipped Cream and Berries
- Spiked Champagne Cotton Candy ●
- SPARK!ler Cotton Candy (non-alcoholic) ●

● = Vegetarian Gluten Free Options Available

URBANTASTE
MODERN AMERICAN

At Home Everest Challenge

Save One Life, Inc. needed to host a fun, engaging fundraising event that let people participate from their homes. That's no easy feat!

They came up with the "At Home Everest Challenge," an online fundraising event where participants were encouraged to donate \$29 to the organization and challenge 9 other friends to do the same. The event was meant to honor the anniversary that the executive director climbed Mt. Everest despite his hemophilia, so participants were also asked to climb 29 flights of stairs, walk 2.9 miles, swim 29 laps, or ride 29 miles (the height of Mt. Everest is 29,029 feet!).

This virtual event presented a unique challenge to supporters in celebration of a major achievement of the executive director. Like the ALS Ice Bucket Challenge, the At Home Everest challenge went viral on social media thanks to supporters choosing nine people in their social circles to take part.

This memorable challenge had a deep connection to Save One Life, Inc.'s story, which makes it easily repeatable.



The At Home Everest Challenge was so popular that Save One Life, Inc. Needed to extend it so more people could complete their participation.



Conclusion

We hope the examples and ideas shared in this eBook have inspired you to start or continue hosting your own hybrid and virtual events. If you need help planning an out-of-this-world fundraising event, check out our **virtual** and **hybrid** event planners. They're packed with information that can help you make the most of your fundraising efforts.

Need fundraising software that takes your fundraising event beyond the stars without you needing to be a rocket scientist to use? Give us a try. Qgiv offers everything you need to host simple events like virtual cooking classes, peer-to-peer events like a hybrid 5K, and even silent auctions you can host 100% virtually. **Request a demo** to see how Qgiv can help your nonprofit raise more with fundraising events.

Happy fundraising!

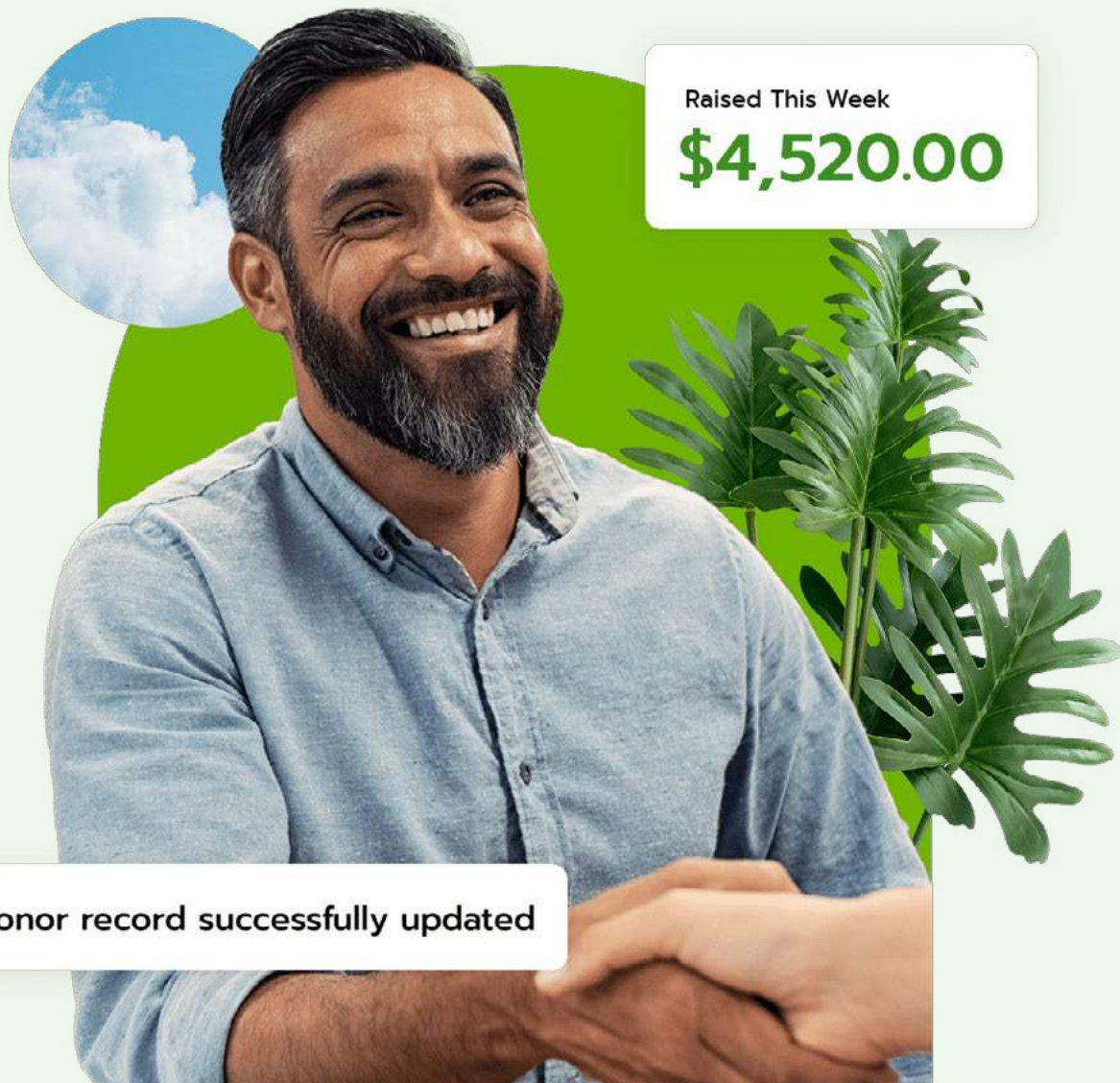
[Request A Demo](#)

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Raised This Week

\$4,520.00



Donor record successfully updated

The Big Book of Hybrid & Virtual Event Ideas

