GalaBid

FREE HYBRID EVENT KIT

Hybrid Fundraising Events and Galas

Include the supporters who cannot be in the room. Two models compared, the setup that makes remote bidding work, four MC scripts, and what to do the moment your stream drops.

GET STARTED

How to Use This Kit

A traditional gala quietly excludes a lot of people who would have given: supporters in another region, family overseas, the local business backer who cannot make a Saturday night. Hybrid fundraising brings them in without a second platform and without much extra work.

Choose your model first, then set the campaign up so it works for someone who cannot see the items, then brief your MC properly. Anything in [square brackets] is for you to complete.

You'll Find

1. **The two hybrid models compared**
2. **A setup checklist for remote bidders**
3. **Four MC scripts, ready to hand over**
4. **Briefing notes for the difference in timing**
5. **A stream failure plan, with the message pre-written**
6. **How to follow up the online audience afterwards**

Why the Numbers Work

✓ **The marginal cost is close to zero.** An online participant needs no catering, no venue space and no place setting.

✓ **The ceiling is higher than your room.** Adding 50 to 200 online participants to a 150-person gala is revenue you could never have seated.

✓ **There is no app to download.** A browser-based campaign removes the largest barrier for a remote supporter anywhere in the world.

✓ **Much of it lands before the night.** Up to 40% of total campaign sales can happen before a live event begins, and online participants are the majority of that.

STEP #1

Choose Your Model

There are two ways to run a hybrid event, and the difference is whether you stream. Most organisations start with the first and add the second in a later year.

	Parallel participation	Live stream with integrated fundraising
What it is	Online supporters use the campaign independently, with no stream	The event streams, and the online audience watches while taking part in the same campaign
What they do	Browse the catalogue, place bids, receive outbid alerts, buy raffle tickets and donate	All of that, plus they see the MC, the raffle draw on screen and the leaderboard updating
What you need	Nothing beyond the campaign itself	A camera and crew, reliable streaming capacity, someone managing the stream live, and someone watching social
The trade-off	Simplest to run, but the online audience misses the atmosphere and the emotional content	Genuine inclusion rather than parallel activity, at the cost of real production effort
Choose it when	It is your first hybrid year	You have run one before and know the online audience is there

Decide It Here

Our hybrid model

[ ] Parallel participation, no stream [ ] Live stream with integrated fundraising

If streaming, the platform is: [ ]

Who manages the stream on the night: [ ]

STEP #2

Set Up for People Who Cannot See the Items

An in-room bidder can pick an item up and ask a volunteer about it. A remote bidder has your description and nothing else, so the campaign has to do all the work.

Your Item Descriptions

☐ Every description stands on its own, because nobody is beside the item to explain it

☐ The specific inclusions are spelled out, not implied

☐ A genuine market value is stated, so a remote bidder can judge what a bid is worth

☐ Multiple high-quality images, taken from several angles

☐ For an experience or a destination, the description covers what it is actually like

Your Cause, Up Front

☐ The homepage says who you are and what the funds do, immediately

☐ There is a further page with background on the cause

☐ Sponsors are recognised on their own page

A Way In That Is Not Bidding

☐ A donation item exists for supporters who would rather give directly than bid

☐ A target and a progress thermometer are visible, which is the online equivalent of the leaderboard in the room

Sharing the Link Early

☐ The campaign link is in the invitation, on social and in the newsletter

☐ Board members and table hosts have been asked to share it personally, in their own networks

☐ It went out early, because someone who finds the campaign at 8pm has far less time than someone who has been browsing for a fortnight

STEP #3

Four MC Scripts

Hand these over at the briefing. The online audience should be named two or three times across the evening, which makes them feel included and signals the event's reach to the room.

1 • The Welcome

Early in the evening, as you open

"A warm welcome to everyone in the room tonight, and an equally warm welcome to everyone joining us online. We have supporters following along from **[cities or countries if known]**, and they are bidding and buying raffle tickets right alongside you. If you are watching from home, welcome, and thank you for being part of tonight."

2 • Mid-Event

Once bidding is well under way

"A quick note for anyone watching along online: bidding on the auction closes at **[time]**, same as it does for everyone here. You have exactly the same opportunity to win any of these items as the people in this room. The platform does not discriminate between tables."

3 • Before the Raffle Draw

Just before the draw goes on screen

"Our raffle draw is about to go live on the big screen here in **[venue]**, and if you are watching along online, you will see exactly the same draw we are seeing. Each winner's name will appear on screen as the ticket is drawn. If you have bought tickets, check your phone. Your number might be next."

4 • The Paddle Raise

As the paddle raise begins

> "For those of you watching online, you cannot raise a paddle from home, but you can make a donation directly through our campaign right now. The link is in the description below the stream. Every gift, wherever it comes from, goes toward the same goal."

Two Briefing Notes

✓ **Pause longer than feels natural.** A streamed audience needs slightly more time to process a raffle reveal than a room that reacts together. Build the anticipation, then wait.

✓ **Name the limitation, then give the alternative.** A paddle cannot be raised from home. Saying so, and offering the donation link in the same breath, keeps the online audience inside the moment rather than watching it.

CONTINGENCY

When the Stream Drops

The important thing: a stream failure does not stop the fundraising. The auction keeps running, outbid notifications keep going out and raffle sales continue. Online participation runs independently of the streaming infrastructure, so what you have lost is the pictures, not the campaign.

Post This, Immediately

Write it before the event, so nobody is drafting under pressure:

"We're having a brief technical issue with the stream. The auction and raffle are still running live. Keep bidding at **[campaign link]**."

Have This Agreed Beforehand

- ☐ Someone is watching social and can post within a minute
- ☐ The message above is already written and saved somewhere they can reach it
- ☐ The MC knows the stream may drop, and knows not to stop the room if it does
- ☐ The campaign link is pinned where online viewers can find it without the stream
- ☐ Someone can tell the difference between a stream problem and a campaign problem

AFTERWARDS

Follow Up the Online Audience

The people who took part from home are the easiest group to forget and the easiest to bring back, because you already have their details and they already chose to participate.

Within 48 Hours

- ☐ Email every registered participant, in the room and online, with the total raised
- ☐ Say what the funds will do, specifically
- ☐ Add a personal thank-you. Winners get an automatic notification, but that is not the same thing
- ☐ Post the total on social, and name the online community in it

A Line for the Social Post

> "Whether you were in the room with us or following along from home, tonight's fundraising total belongs to all of you. Thank you."

The List Most People Throw Away

✓ **Pull the bidders who did not win.** They registered, they browsed and they bid. That is a far more qualified list than anyone who simply opened an email.

✓ **Use the weeks straight after.** Engagement decays. The fortnight after the event is when they are warmest.

✓ **Give them somewhere to go.** A follow-up donation link, a next-event save-the-date, or simply the impact update. Not nothing.

PRO TIPS

Tips for a Hybrid That Works

- ✓ **Share the link a fortnight out.** Not on the night. Browsing time converts.
- ✓ **Write descriptions for someone who cannot see the item.** That is the whole discipline.
- ✓ **Give online supporters a donation item.** So bidding is not the only way in.
- ✓ **Have the MC name them three times.** Once at the welcome, once mid-event, once at the raffle.
- ✓ **Pause longer between raffle reveals.** A streamed audience is always a beat behind the room.
- ✓ **Write the stream-failure message in advance.** Nobody drafts well at 8pm with a dead stream.
- ✓ **Start simple, add streaming next year.** Most organisations do it in that order for good reason.

One Link, Two Audiences

Raise more, stress less. The same campaign link serves the table in the room and the supporter watching from another country:

- ✓ One campaign for in-room and remote bidders, with every bid competing on equal terms
- ✓ No app download, so a supporter anywhere can take part in a browser
- ✓ Outbid alerts by SMS that bring bidders back, wherever they are
- ✓ Live chat support available while your event is running
- ✓ Funds go straight to your own account. GalaBid never touches them

Real fundraising experts, not chatbots. Trusted by fundraisers since 2011.

GET STARTED →

SEE PRICING FOR YOUR REGION →