

VIRTUAL EVENT CASE STUDY



**Stand With Our Children Stand for
the Earth Virtual Benefit**
June 5, 2020

Event Management & Coordination by:  **Social Enterprises**

ABOUT THE EVENT

An online celebration to honor the planet and support the Eco-School Network while empowering student and parent changemakers who are propelling the region toward a better future.

Details Include:

- Livestream outdoor broadcast
- Guest speaker, Kim Stafford, Oregon's Poet Laureate
- Student voices of hope and empowerment
- Message from Co-Founder, Jeanne Roy
- Executive Director's impact update
- Paddle raise

Event Results:



TOTAL VIEWERS:
148



DURATION:
One hour and 36 minutes



MONEY RAISED:
\$48,000

Donations Help Fund:

Compost programs, switching to durable silverware, school gardens, student green teams, herbicide-free schoolyards, training parent leaders.

THE PROCESS

WHY

The Eco-School Network approached Social Enterprises to help with a virtual fundraiser after their first-ever in person fundraiser, scheduled for April, had to be cancelled due to COVID-19. The plan for the event was to live stream the program speakers from a physical location and hold a paddle raise.

WHAT

The Eco-School Network was looking for Social Enterprises to facilitate all aspects of their virtual fundraiser experience and implement virtual event best practices. This included managing registration and donations, assisting with attendee communications, coordinating with the AV team and auctioneer, creating branded slides, and developing the event program and emcee script.

HOW

Social Enterprises worked closely with the Eco-School Network to create an event tailored to their audience, and event goals. The most important thing to the client was that the event be fun, take place outside, and not feel stuffy!

CHALLENGES FACED



Event Location:

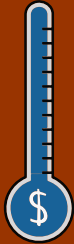
The Eco-School Network wanted their fundraiser to reflect their mission as an organization, so the decision was made to hold the event outdoors. After their first choice had to be eliminated due to internet connectivity issues, the event's AV provider Peak stepped up and let us use their amazing farm to live stream the event. In the event of rain the Plan B was to move inside the AV warehouse, and after a week of closely monitoring the weather it was looking like sun for the event. Of course being in the Pacific Northwest, an hour before the event it suddenly started pouring. Not wanting to lose the experience of being in nature, the AV team quickly adjusted, covering the cameras, and the speakers agreed that we were doing the event in the rain! Everyone participating had fun with it, and the audience was enthusiastic and appreciated the commitment.



Audience:

Pivoting to a virtual fundraiser meant it was important to ensure that all of the Eco-School Network donors felt comfortable with the new event format, especially those who have less experience with webinar technology. Zoom was selected as the event platform due to its user-friendliness and the fact that many have been using it regularly since the start of stay at home orders. To prevent any barriers to access, the Zoom link was available on the event website, attendees were able to join in the APP or their browsers, and no Zoom account was required. Emails and written communication were sent to donors in advance, with instructions and photos on how to join the fundraiser via Zoom, and a phone number was available during the event for anyone to call if they needed assistance.

CHALLENGES FACED



Donations:

In addition to making access to the event as easy as possible, it was also important to make sure there were no barriers to donating. To address this, attendees had three options: donate online, donate via phone, or donate via the chat box in Zoom. All 3 options were utilized during the event, and the amount raised far surpassed what was expected.

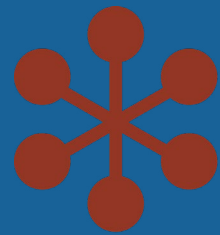


Prize Packages:

To entice donors to attend the event and make it more fun for everyone, the Eco-School Network started to seek out a couple packages that could be used as raffle prizes. We were blown away with the amount of interest, and ended up with 8 packages in total - now we just needed a way to use them. The decision was made to assign a prize to each donation level during the paddle raise and then enter everyone who donated that level in to win the prize. This created a lot of extra excitement during the paddle raise, with attendees using the chat function to talk about which prizes they liked the best, and a fun opportunity for the kids participating in the live stream to choose the winners during the event.

CLICK TO VIEW
THE VIDEO
RECORDING





Social Enterprises

Social Impact Events

We do events; high-level, innovative, social cause events committed to enhancing local communities by generating revenue and educating attendees to foster a sustainably minded world. Our ultimate goal is creating memorable collaborative experiences to empower sustainable communities.