

HOST A VIRTUAL EVENT



Toronto General
Toronto Western
Toronto Rehab
Michener Institute

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When organizing events we all know that no amount of planning can predict the weather or, as we're dealing with, a global pandemic.

When the unexpected happens and changes your event plans, a contingency plan will help you decide your next move.

A fundraising event that is hosted on an online platform and streamed to viewers is considered a *virtual event*. Your audience is able to view the program you deliver "live," similar to them being at a venue with other participants. Virtual events should aim to engage your donors and provide them with an informative and fun experience to meet your organization's fundraising goals.

This document will provide a step by step guide on how to host your own virtual event, how we can help, our policies and guidelines, and social media guidelines. We are also happy to assist you with any questions you might have.

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Benefits of a virtual event:

Reach more people: With a virtual event, you can theoretically have anyone who has internet access attend. Your most supportive donors can also invite their personal networks to join and connect with your organization.

Lower costs: With no venue, catering and other overhead expenses, it is more affordable to produce a virtual event (however, you may want to hire a professional AV production company to manage, if live streaming).

Integrate social media easily: Use your social media accounts to promote and connect your audience to your event. Have participants link with their contacts and share their own message. You can also have a chat window on your online platform to encourage engagement with viewers.

Time saver: Virtual events are (and should be) short and simple. They can also be successful any night of the week and still raise money (especially during times of social distancing).

Unique: With fewer logistics involved and the shorter duration of virtual events, this allows for more uniqueness and customizable options available for particular programs or causes.

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Event strategies:

- Your formal “ask” should come in the first five minutes of your event. Inform your audience what the funds are being raised for and why you need support for this cause.
- Provide a simple explanation of your platform and any mobile bidding instructions for auction items or donation buttons. Preface the event with an introductory instruction email to introduce technical requirements and any set up requirements.
- Keep donation amounts flexible. With a farther reach of audience ensure every donation amount can be given.
- Will your event be Live or On Demand or both? Will you charge an entry fee or try and reach a wider audience and offer for free?
- Promote your event using your social media platforms, event sponsor website and social media, and by leveraging any advertising partners you may have.

Sponsorship opportunities:

- Digital sponsorship presence on registration and promotional pages
- Potential brand presence as transitions between slides of any presentation
- Consider an event specific app that can highlight sponsors with branded banners, pop up ads or push notifications
- Branded gifts that can be delivered to guests (e.g. virtual event bags with sponsor coupons, free trials, etc.)
- The tracking of numbers of participants, bidders, comments, sponsor clicks, etc. should be useful to sponsors and their return on investment

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Factors for success:

- Virtual events should be kept short, 30 – 60 minutes maximum. Keep things upbeat, fast moving and inspirational
- Consider a variety of performers/segments (e.g. virtual tours, comedians, music, etc.) with a mix of live and pre-recorded messages
- Ask early and often for funds supporting a specific need
- Consider use of “Live” and Silent Auction formats
- Save “Thank You” for the end of the program to keep things fluid. A brief thanks at the end could be followed up with:
 - Social media posts thanking those involved
 - Thanking stakeholders in graphics “ticker” at the bottom of the screen during event
 - Use post-event email to acknowledge all supporters
- Test run all AV aspects of the event to ensure seamlessness, while giving speakers and presenters ample training and explicit technical instructions

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One of the best virtual event options is to host an online auction, which can be complemented with entertainment, inspirational videos and informative interludes. There are a number of mobile bidding platforms that can be utilized these days and most are effective and easy to use.

Virtual auctions:

- For silent auction items via mobile bidding, open your auction anywhere from a few hours to a week (maximum) in advance. Opening auction items early allows people to test bidding technology and create excitement for the virtual event.
- Bidders will utilize mobile bidding software to place bids on silent or “live” auction items.
- If incorporating a “live” element to your auction, keep it to 5 lots or less and try not to spend too much time on each auction item (2 – 3 minutes).
- Have auctioneer create excitement around these items and acknowledge who the bidders are to spark some friendly competition.

Technical requirements:

Depending on the size and scope of your event and audience, you may want to save additional costs and produce the event yourself; otherwise, there are production companies available to assist.

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Do it yourself:

- HD Camera with 4K video and can support an external microphone
- External microphone
- Encoder: transforms audio into digital format for streaming
- Excellent internet connection, consider hard wiring rather than Wi-Fi
- Tripod

Professional audio visual (AV) team:

- Will have all required equipment and potentially have a studio, sound and lighting
- Having a professional producer will also help with event's vision, stage management, timing, and energy

Online platform options:

- **Online auctions:** Givergy; MobilBid, Charity Auctions Today, BiddingForGood, OneCause, Greater Giving
- **Livestreaming platforms:** YouTube Live, Facebook Live, Instagram Live
- **Slido:** Audience response software for live polling and Q & A

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Other tips:

- Make every moment count, any down time will cause a loss of viewers
- Ask participants to share pictures from home on social media and incorporate/acknowledge them on the live program
- Use incentives to keep people watching (e.g. special announcement, amazing auction item, giveaway, celebrity cameo, etc.)
- Ask audience questions and have them add their comments. Guests will see responses pop in and emcee can acknowledge
- Have a staff/volunteer dedicated to tech support/managing comments coming in, etc.

HOW WE CAN HELP

The following list provides an overview of how UHN Foundation can assist you
UHN Foundation can provide the following assistance:

- Offer event planning advice/expertise
- Discuss ideas and best practices
- Provide resources including templates and documents to assist you in planning and organizing a successful event
- Issue tax receipts, if applicable (please ask your UHN Foundation Third Party Event Contact about receipting before discussing with your attendees)
- List your event on the UHN Foundation Events Calendar with a link to your event website
- Provide approval for the use of UHN Foundation name and/or logos
- Provide a Letter of Support to validate the authenticity for your fundraising event
- Offer representative(s) from UHN Foundation Events Team to attend your event (subject to availability)
- Help to find a doctor/research representative from UHN to speak/attend the event (subject to availability)
- List event in UHN Foundation publication Report on Your Support (ROYS) that is published twice a year - print and electronic (subject to timing and space availability)

HOW WE CAN HELP

UHN Foundation is here to support you, but is unable to:

- Fund or reimburse event expenses
- Guarantee specific UHN Foundation or hospital staff attendance and/or participation at your event
- Provide mail/email lists of UHN donors, sponsors or patients
- Share media contacts
- Provide administrative help (e.g. composing ask letters, sponsorship packages, etc.)
- Manage your revenue/expenses
- Sell tickets and sponsorships

Finances

Third Party Event finances are handled in the following manner:

Third Party Event Organizer (you) administers revenue and expenses

Your event committee collects and deposits funds, reconciles accounts and pays event expenses. When all revenue has been collected and expenses paid, a cheque is forwarded to UHN Foundation.

**5% of total revenue will be directed to support research infrastructure.*

Research infrastructure is critical in helping our doctors and scientists pursue new knowledge and drive discovery forward. It includes building and renovation costs, furniture, equipment and expenses associated with running and maintaining a laboratory and clinical research space.

Use of UHN Foundation logo

The UHN Foundation logo, and any other UHN logo or graphic provided by UHN Foundation (upon request) may be used on your event letterhead and promotional materials. Prior to distribution, UHN Foundation must review and approve all material containing UHN Foundation/UHN logos to ensure adherence to established brand standards. UHN Foundation reserves the right to decline the use of its logo in materials or publications that do not align with UHN Foundation's values and/or mission.

Tax receipts

Please ask your UHN Foundation Third Party Event Contact about receipting before discussing with your attendees.

Official income tax receipts for your event can be provided in strict compliance with Canada Revenue Agency (CRA) Guidelines. The total amount of receipts issued for any Third Party Event must be less than or equal to the total funds received by UHN Foundation.

(i) Tax receipts for donations

UHN Foundation can issue receipts to those individuals or organizations that make a donation without receiving any benefit (product or other tangible item) in return. Purchases of silent or live auction items are NOT eligible for a tax receipt.

(ii) Tax receipts for tickets

In certain circumstances, a partial tax receipt for admission may be issued. This is dependent on the cost of the ticket and the fair market value of any benefit your guests receive (e.g. venue, food, beverage, giveaways, etc.). The difference between the fair market value total and the cost charged to attend the event is considered the donation portion, and a tax receipt may be issued for that amount. For example, if the fair market value of benefits a guest receives while attending a dinner dance totals \$100, and the tickets cost \$150, a tax receipt may be issued for \$50.

- Third Party Event Organizers must provide the fair market value following the event, but is subject to review by UHN Foundation and documentation is required to support the value. CRA requires that the fair market value, not the actual cost, be used when determining the donation portion.

- The fair market value must not exceed 80% of the ticket price.
- For tax receipts to be issued, a full accounting of event expenses and revenues must be forwarded to UHN Foundation following your event.

(iii) Gift In Kind donations

UHN Foundation does not issue receipts for Gifts in Kind (GIK) to Third Party Events. Unfortunately the numerous and complex CRA audit requirements preclude UHN Foundation from issuing these receipts.

Website

Our website allows you to create your own web page in order to solicit online donations for your event. Online ticket sales are not available. These pages will be templated and you can customize with your images etc.

All funds received through a UHN Foundation web page will be deposited directly into the event fund. Once deposited, you will not have access to these funds to use for event expenses. All donations received through the web page will be automatically receipted by email as they come in.

Publicity and promotion

UHN Foundation can help promote your event in the following ways.

(i) UHN Foundation website

All events are listed in the Events Calendar section on UHN Foundation website (uhnfoundation.ca). All Signature and some Third Party Events are also profiled on this site.

(ii) Social media

UHN Foundation can post information and updates on the UHN Foundation Facebook page (UHN Foundation) as well as on the UHN Foundation Twitter account (@UHNfoundation).

(iii) Media

The UHN Foundation/UHN Public Affairs department does contacting media for our Third Party Events.

Permits, licensing and insurance

Third Party Event Organizers are responsible for obtaining all permits, licensing and/or insurance if applicable. UHN Foundation staff can direct you how and where to apply.

BUDGET TEMPLATE

Revenue	Amount (\$)
Tickets	\$
Pledges/Donations	\$
Sponsorship	\$
Auction	\$
Other income	\$
Total Revenue	\$
Expenses	Amount (\$)
Venue	\$
Food & beverage	\$
Advertising & marketing materials	\$
Prizes & Gifts	\$
Misc.	\$
Total Expenses	\$
TOTAL NET REVENUE	\$

SPONSORSHIP TIPS

Soliciting for sponsorship funds is very important to the success of any fundraiser. Consider reviewing your committee's personal contacts to see if there are any potential prospects.

Your sponsorship package should include the five Ws of communication:

- **Where** and **When** your event is?
- **Who** you are?
- **What** you are raising money for?
- **Why** you are requesting them to become a sponsor?
- And **How** they can contact you?

In your sponsorship package, consider the following:

- Exclusivity (the only specific industry sponsor at the event – e.g. BMW as the Luxury vehicle sponsor)
- Company logo included on selected promotional materials (i.e. Signage, invitation, event program, website, etc.)
- Complimentary tickets/registration
- Recognition by event emcee/speaker during opening remarks

SAMPLE THANK YOU LETTER

[Date]

Name
Address
City, Prov PC

Dear,

Thank you for your support of the [event name] in support of UHN Foundation.

We are pleased to share that [insert total funds raised] was raised and we couldn't have done it without your support.

Thank you again for your support of UHN Foundation and our ongoing mission, together with our donors, to help UHN pursue the knowledge that makes all our lives better.

Sincerely,

Name of Third Party Event Organizer

SOCIAL MEDIA GUIDE



Facebook

- Facebook is a social networking website where you can upload photos and videos for your members to share, receive comments and questions from your community, and create a central location of information about your event
- Create an event page on Facebook and invite your friends and family to attend (leaving it open encourages attendees to invite guests)
- For annual events, consider creating a Facebook group, where your members can receive updates throughout the year
- Don't forget to tag us @UHNfoundation



Twitter

- Twitter is a social networking website where you can communicate messages about your event
- Create either a personal or event-specific account
- Consider following influential individuals you believe would be interested in your event (these people will have a strong follower base)
- Don't forget to tag us @UHNfoundation



Instagram

- Instagram is a photo sharing website where you can share all your photos leading up to your event and post-event
- Create a hashtag with your event name to view all the photos your attendees have posted during the event or post-event
- Don't forget to tag us @UHN.foundation

****Please note:** Let your guests know that photos and videos are being taken at the event and may be used for promotional material*