

Virtual Events

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This Virtual Events page gives you links to build your activities for your virtual event and downloads to enhance your fundraising event's potential. This page has everything from blog posts to strategy guides for download, links to page designs for Virtual Events and examples and case studies of successful virtual events.

If you will have more than 1,000 live viewers during your virtual event, please contact your [Account Manager](#) **a week in advance** so we can advise on the setup and preparation for your event and schedule complimentary technical monitoring during your event.

Strategy Guides

Virtual Event - Event Page Showcase/Examples

Genesis Community Health

Virtual Event In Action - Friends of Youth

- Over 600 viewers
- Sponsors continued to support the event
- \$16,300 raised via GiveSmart Fundraise
- \$36,583 raised on day of event and an additional \$26,175 the following week
- \$429 average text-to-donate gift size, 80% CTR, 95% Conversion Rate
- Without banquet costs, raised over \$418,000 with net profit more than previous year

Virtual Events in Action - Advocates for Children

- Raised \$13,569 through peer-to-peer ahead of event
- Created community and camaraderie
- Able to promote and support sponsors
- Can continue to build towards live event in the fall

Virtual Events in Action - Believe Big

- Raised more than \$200,000 and counting
- Net total raised higher than last year's event
- Received 263 gifts
- 129 new donors
- 1,200 views of virtual event
- More than half of viewers were outside Maryland
- Helped grow database
- Increased awareness around cause