



2020 ANA VIRTUAL NONPROFIT CONFERENCE

AUGUST 5-6



#ANAnonprofit

**Virtual Victory: If you
build it right, they
will ~~come~~ stay**

Presenter

Karla Baldelli – VP of Donor Engagement at RKD Group



Karla is a veteran nonprofit fundraising executive, having joined RKD after spending a 20-year career in mid-level and major donor fundraising, donor engagement and stewardship for major nonprofits including the JDRF, American Heart Association, Arthritis Foundation, The Salvation Army and Susan G. Komen for the Cure. She uses her vast expertise to provide solutions for better engaging donors and building lasting connections with them.

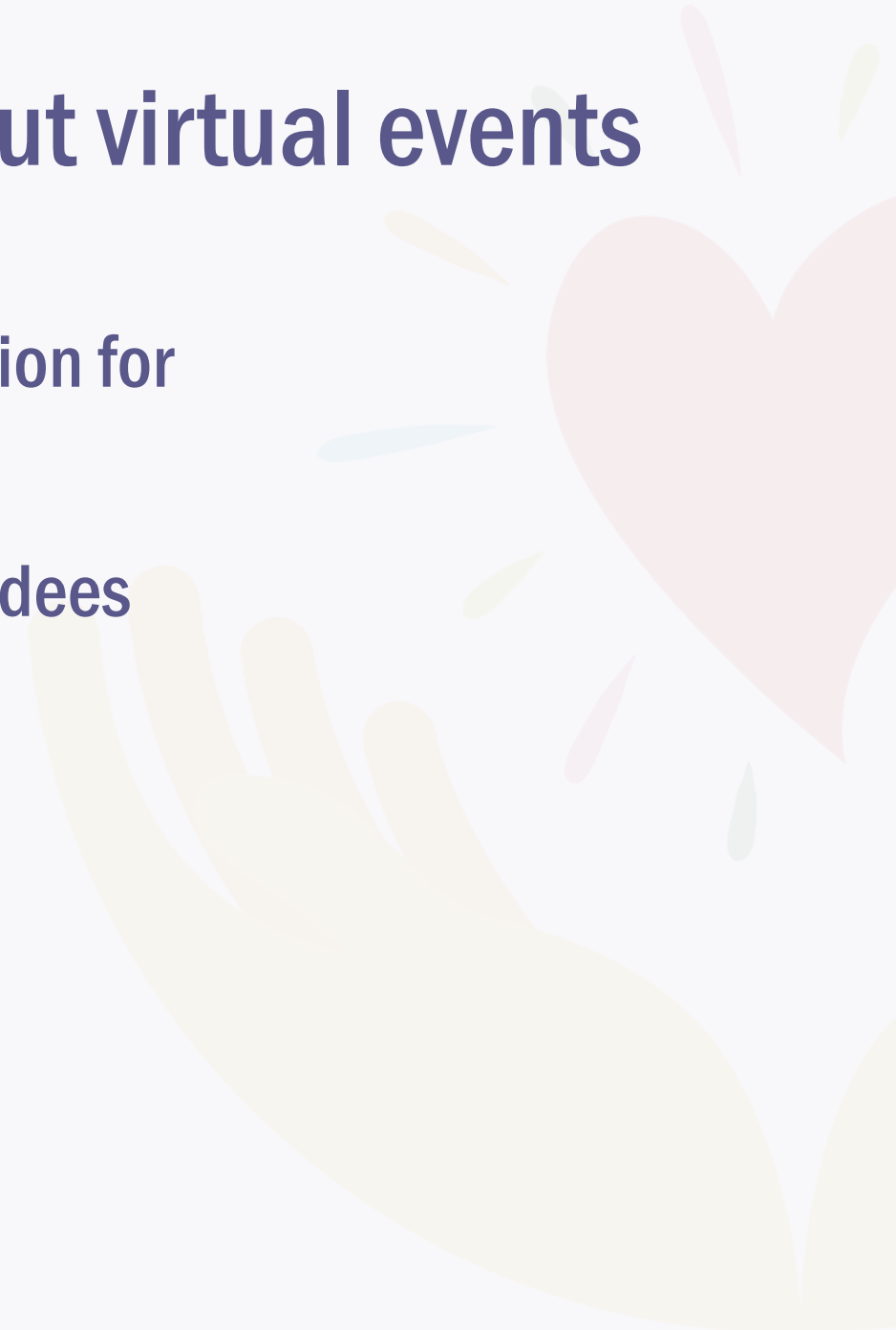
What you'll find in this webinar:

- How to approach virtual events with more thought and planning
- 3 key areas to focus on for successful virtual events
- Creating a great event with terrific revenue returns



First... we need to change the way we think about virtual events

- Events are the front door to your organization that sets the foundation for the donor experience
- Organizations need to create a "wow" experience for virtual attendees



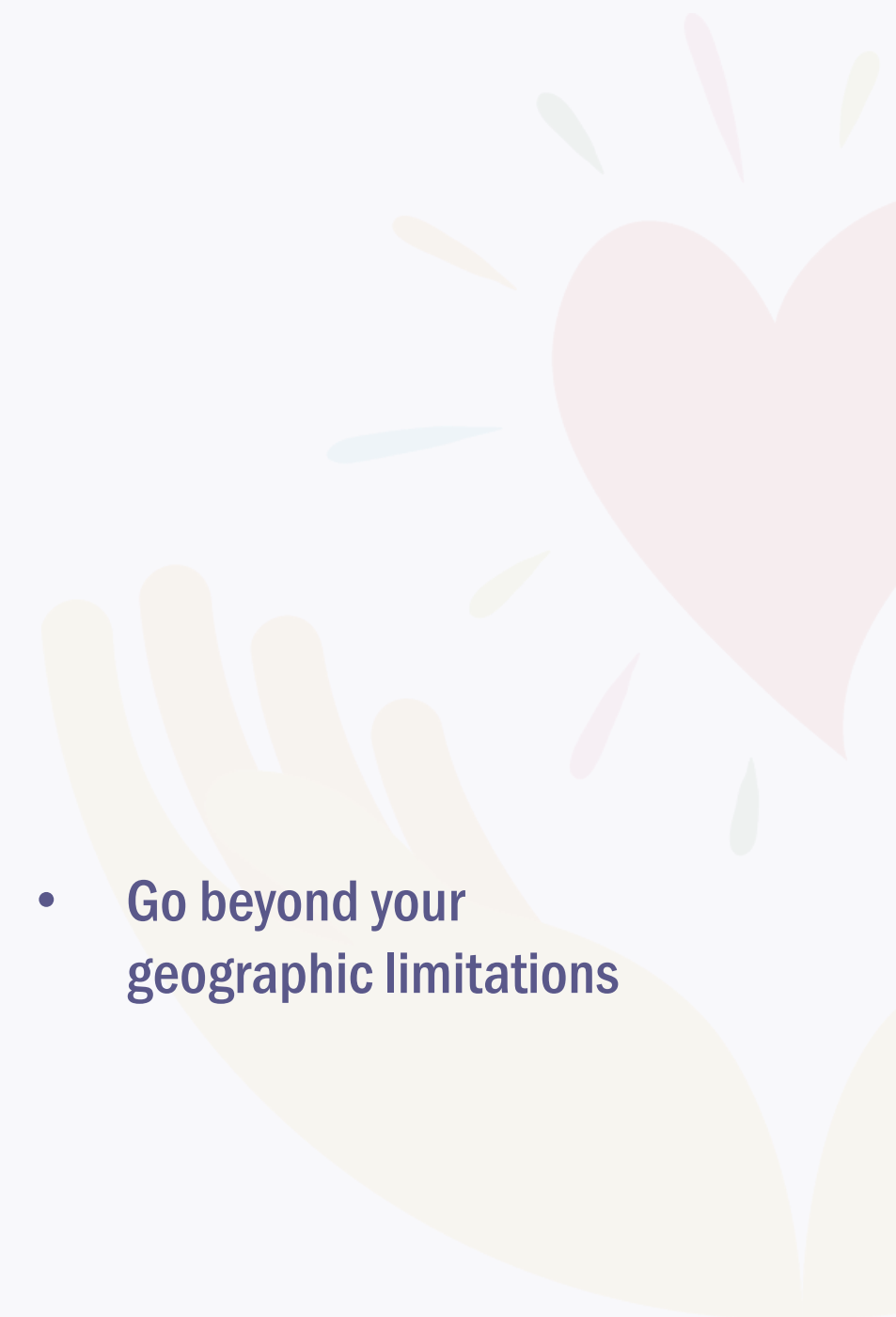
3 key areas for success:

- What do you want your guests to experience?
- How do you want them to feel?



- Passive experience?
- Engaging experience?

- Go beyond your geographic limitations



Creating a great event with terrific revenue returns

What does success look like?

Engagement? Revenue generation? Awareness?

Virtual events provide:

Corporate
Real Estate

Impressions

Shelf-Life

Audience
Development

Volunteer
Activation

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THE END