

**Karla Baldelli & Debbie
Macdonald
2/16 @ 3:35**

Welcome to:

Virtual Events Are Here to Stay



&



City
Rescue
Mission

Presenters



Debbie MacDonald
VP of Development



Debbie is a nonprofit professional who loves to create solutions that no one thought were possible and to make them happen. After spending most of her career in marketing and sales as a senior executive in commercial real estate, she has spent the last decade helping non-profit organizations build strong relationships with stakeholders and implement change to move the mission forward.



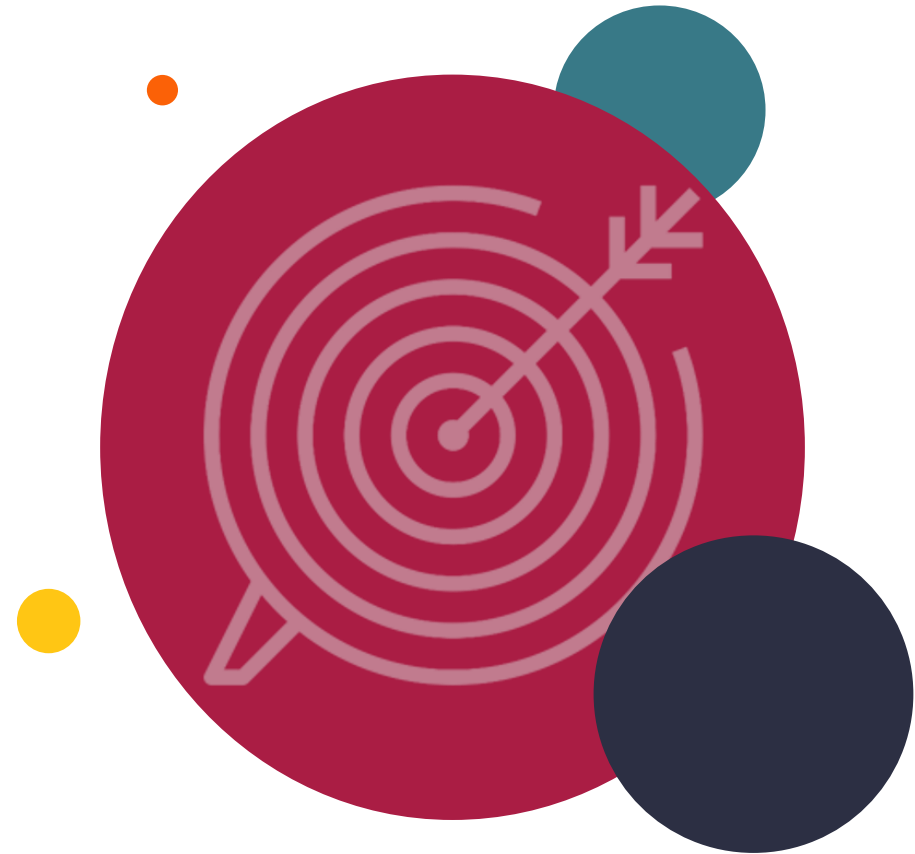
Karla Baldelli
VP Donor Engagement



Karla is a veteran nonprofit fundraising executive, having joined RKD after spending a 25-year career in mid-level and major donor fundraising, donor engagement and stewardship for major nonprofits. She uses her vast expertise to provide solutions for better engaging donors and building last connections with them.

• **What you'll find in this webinar:**

- Why virtual events have been such a hit
- The fundamentals of success for any event
- What the future holds in hybrid event models



- **What does a virtual event look like?**

Informal

**One to Many
Broadcast**

**Broadcast +
Watch parties**

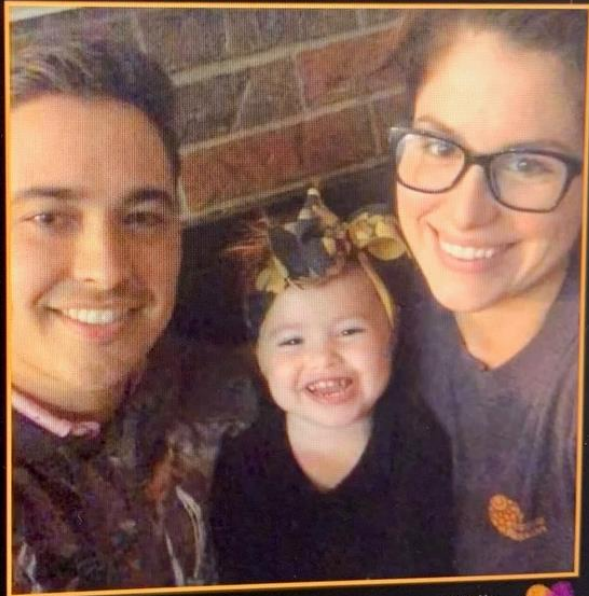
**Engagement
+ Virtual
rooms**

Hybrid

City Rescue Mission

Broadcast + Watch Parties

LOVE City Rescue Mission
EVERYBODY
ALWAYS SEPTEMBER 10, 2020
2020 MISSION OF HOPE CELEBRATION



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• **There's no need to fear ... if you do it right**

- Technology has not been a barrier
- Older audiences are participating
- People are engaging virtually
- Fundraising has been strong



• City Rescue Mission's Event



City
Rescue
Mission

- **750 screens** were tuned in for the event — many with multiple viewers
- Estimated **500% increase** over 2019 in-person Gala
- **16,500 impressions**
- **29 Watch Parties** (average of 10 guests each) allowed donors to interact, celebrate and share
- The event continues to be viewed weeks after the live event prolonging the shelf life and further expanding



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Legal Services L.L.C.
Oklahoma House Of
Representatives, District 87

RSVP

For more information on becoming a Table Hostess or additional information on the event visit www.cityrescue.org or contact:

Shellie Holt, Event Director
Sholt@cityrescue.org | 405-232-2709 x 160



City Rescue Mission

LOVE EVERYBODY ALWAYS

City Rescue Mission

2020 MISSION OF HOPE CELEBRATION GOES VIRTUAL

SEPTEMBER 10TH • 7PM



FEATURING SPEAKER & AUTHOR
BOB GOFF



Invitation



MAIN SPEAKER
BOB GOFF AUTHOR

Bob Goff is the New York Times Best-Selling Author of *Love Does* and *Everybody Always*, the Honorary Consul to the Republic of Uganda, an attorney, and the founder of Love Does—a nonprofit human rights organization operating in Uganda, India, Nepal, Iraq and Somalia. He's a lover of balloons, cake pops and helping people pursue their big dreams. Bob's greatest ambitions in life are to love others, do stuff, and, most importantly, to hold hands with his wife Sweet Maria Goff, and spend time with their amazing kids. For more, check out BobGoff.com and LoveDoes.org.



OPENING PRAYER
JAMES LANKFORD
UNITED STATES SENATOR - OKLAHOMA



WELCOME & ACKNOWLEDGEMENTS
STEPHEN CORTES
CITY RESCUE - BOARD CHAIRMAN & PRINCIPAL AT CORTES LAW FIRM



EMCEE
NIKKI NICE
OKLAHOMA CITY COUNCILWOMAN - WARD #7



STATE OF THE MISSION
ERIN GOODIN
CEO/PRESIDENT - CITY RESCUE MISSION



OPPORTUNITY TO GIVE & CLOSING
PASTOR RODNEY FOUTS
LEAD PASTOR - NORTH.CHURCH

EVENING HIGHLIGHTS

- Watch For Your Social Media Pictures Of You Or Your Group
- Words Of Celebration And Encouragement By Friends Of The Mission
- A Virtual "I Had No Idea Tour" Of The Mission
- Amazing & Heartwarming Video Testimonies
- Engage In Live Chats & Shout Outs



ABOUT

In this moment as a nation and as a community, the call to join God in His radical love for all people is clear and crucial. City Rescue Mission remains steadfast in our commitment to Love Everybody Always. As a ministry serving a diverse population for the past 60 years, this has always been our call.

This year's Mission of Hope will be a moment to commemorate the profound things that can happen when we choose to Love Everybody Always. We will be joined by Bob Goff, a compelling speaker and New York Times best selling author who travels the world inspiring others to put love into action everyday.

Your support makes our mission possible!



**SPECIAL
MUSICAL GUEST**
DARCI LYNNE

Oklahoma City native, talented ventriloquist and singer, Darci was the winner of NBC's "America's Got Talent" in 2017, by the most votes for a final performance in the history of the show.

Attire: Come in your PJ's, jeans, or yoga pants!
Parking: Keep your car in your driveway :)

RSVP for Virtual Event: We would love to know that you are joining us - please register for our virtual event at www.cityrescue.org. Space is unlimited!

Virtual Sponsorship Experience



Virtual Sponsorship Experience for in-home event in a "Box" (if desired)

FABULOUS GOURMET DINNER FROM THE

Petroleum Club

Famous Southwest Salad with Poblano Ranch Dressing
8 oz. Filet (ready to be cooked) with Peppercorn Sauce
Parmesan Risotto & Asparagus
Assorted Rolls & Butter

Dessert Box to Include:
Cake Balls (Bob Goff's Favorite!) and Fudge

LOVE  **City Rescue Mission**
EVERYBODY
ALWAYS

2020 MISSION OF HOPE CELEBRATION

Beautiful floral centerpiece from Pat's Flowers
Event Programs for you and Your Guests
Personalized or Signed Bob Goff Book
Plus other fun surprises!



City Rescue Mission's Revenue

Mission of Hope
raised almost
\$323,000
0 in gross
revenue



**The fundamentals of
success for any event**

A fun experience

All about the who, where and what



Who?

Who invited you?



Where?

Where's the event?



What?

What do you get out of it?

VIP Zoom Meeting

With Bob Goff



City
Rescue
Mission

• Volunteer activation



Tap into their network of donors



Leverage shared experiences



Purchase tables or host satellite events

• A well-planned show



- In person: Speakers, seating, entertainment, etc.
- Virtual events: Technology plays a role
- Producer to guide the broadcast

City Rescue Mission's Production



Sponsorship



Corporate sponsors
drive event revenue



More opportunities
virtually



Tracking and
measurement online

**What does the future
hold?**

Hybrid Events

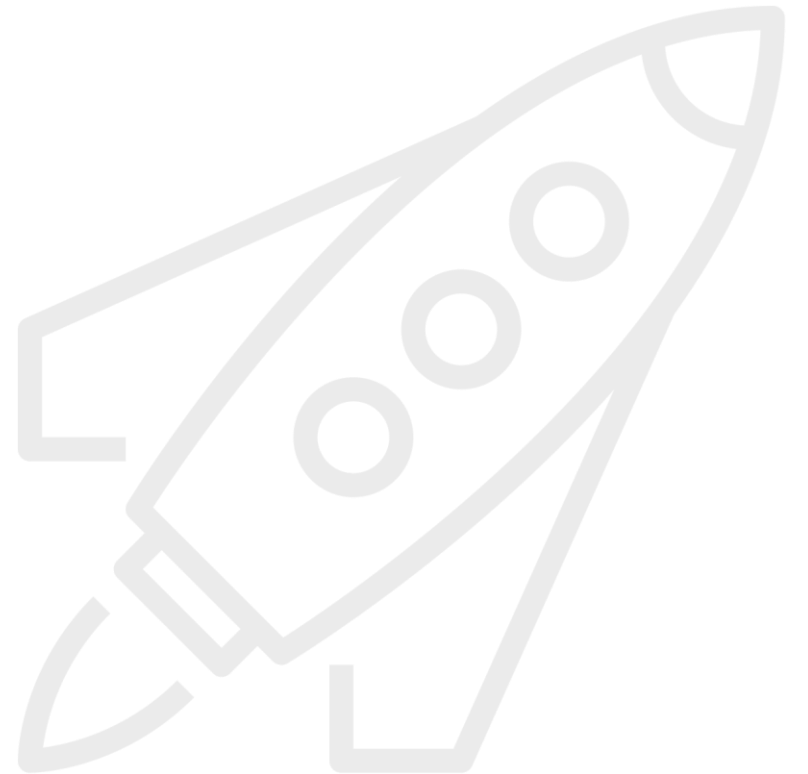
- **What hybrid events will look like**

Hybrid Event

- Combines best features of in-person and virtual
- Large event with smaller satellite virtual events
- Gala with addition of in-home experiences

• **Benefits of hybrid events**

- **Cost savings for large organizations**
- **Brings in new audiences**
- **Offers new experiences**





Key Takeaways

1. Virtual events come in all shapes and sizes
2. The fundamentals of events remain the same
3. Hybrid models are the future **Of** events

For more information...



rkdgroup.com/blog

rkdgroup.com/webinars



**City
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cityrescue.org

Contact us



Karla Baldelli – kbaldelli@rkdgroup.com



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Debbie MacDonald -
dmacdonald@cityrescue.org

Thank You