

THANK YOU TO OUR SPONSORS!



EVERYTHING MATTERS



United Way of
Westchester and Putnam





LESSONS LEARNED:

VIRTUAL EVENTS THAT GET RESULTS





Success You Hear. Results You See.™



Success You Hear. Results You See.™



Success You Hear. Results You See.™



PITFALLS

Success You Hear. Results You See.™





*“This took **a lot more doing**
than we anticipated...”*

- Lisa A

Success You Hear. Results You See.™



PITFALLS

Not enough time to plan properly

No clear story or message

Too little promotional effort

Low tech presenters

Botched recordings

Thinking a virtual event is only 1 hr



DOs & DON'Ts

Success You Hear. Results You See.[™]



DOs

Rehearse & Test!

Focus on the people you are helping

Get board members involved early

Manage presenter timeslots

Follow-up & communicate post-event

Be flexible with dates

Be sensitive to people's schedules

Consider attendee value

DON'Ts

Rush it

Expect to raise all your funds LIVE

Focus too much on celebs & politicians

Host early morning weekend programs

Worry about live numbers only



WHERE DO THE COSTS LIE?

Success You Hear. Results You See.™



Graphics & Storyboarding



Child Care Council of Westchester, Inc.
Investing in our children's future since 1968

Dream Big 2020

Virtual Celebration Starts in: 29:53

Presented By:

CLARFELD
CITIZENS PRIVATE WEALTH

Child Care Council of Westchester, Inc.
Investing in our children's future since 1968

Presented By:

CLARFELD
CITIZENS PRIVATE WEALTH

cil
nc.
1968

CLARFELD
CITIZENS PRIVATE WEALTH

Dr. Marsha Gordon
PRESIDENT/CEO
BUSINESS COUNCIL OF WESTCHESTER

\$127,566

Heather Duncan-Carter
Montessori Childrens Center
Clarfeld | Citizens Private Wealth
Boston Portfolio Advisers
Lottie Harris
Rhona Kochman
Jean Marie Connolly
Craig Ruoff
Shannon Rand
Vicki Koelsch
Damyn Kelly
Kenneth Goodwin
Jillian & Michael Pohly
Susan Steeg
Pediatrics of Sleepy Hollow
Nann Camann Kelly

\$150k

To Donate Text "DreamBig" to "6-9922"

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WHERE DO THE COSTS LIE?

Time

Creative

Video Production

Website

Platform Costs

Editing for Promo

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HOW TO CHOOSE A VENDOR

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CHOOSING VENDORS

Recognize that a Production Partner and a Platform are two different things.

Determine the level of support you need. DIY does not mean foolproof.

If appropriate, consult your production partner on their recommended platforms

Always know who will represent you in front of presenters and stakeholders

Ensure your production level suits platform AND production partner

Recognize that lowest price \neq best choice



THANK YOU!

Success You Hear. Results You See.™

