

# How to optimize your digital events in a time of crisis



# Build the Future

Software designed to power your organizations,  
movements, and campaigns.



**Liliana Espinoza** uses NationBuilder at **NALIP** to run events, sign up members, and advocate for inclusion for Latinx people in film and television.

# How to optimize your digital events in a time of crisis

- 3 must-haves for successful online events
  - Get the tech sorted
  - Create a good experience
  - Facilitate
- What types of online events for your community?
- Use NationBuilder to organise and manage online events



A close-up photograph of a person's hands holding a smartphone. The hands are positioned over a laptop keyboard, which is partially visible at the bottom. The person is wearing a ring on their left hand. The image has a dark blue overlay, and the text "3 must-haves for successful online events" is written in white, bold, sans-serif font across the center.

# **3 must-haves for successful online events**

# Get the tech sorted

Video conferencing software

Internet connection

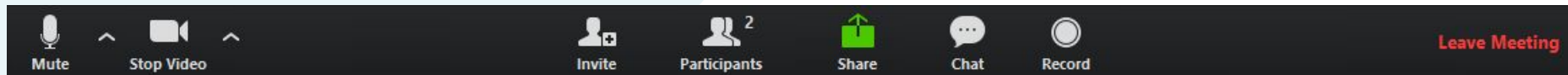
Power

Audio



# Using a video conference tool like zoom

- Make sure you're muted!
- Drop your name in the chat and let us know where you're from.
- If you have questions, share them in there as we go, and we'll circle back to them at the end during Q&A



# Create a good experience

Everyone should be on camera  
(if possible)

Mute!

Record

Content





# Facilitate

Set rules for participation

Facilitation roles

Introductions and icebreakers

Leave time for Q&A/Debrief





A top-down view of a group of people sitting around a dark wooden table. They are looking at a laptop screen which displays a grid of images. One person's hand is pointing at the screen. The background shows a patterned rug and a black cable. Overlaid on the image is large, bold, white text.

**What types of  
online events  
for your  
community?**

# Keep your community engaged with online events



## Educational

Share knowledge



## Fundraisers

Raise money online



## Conferences

Host debates  
& large events



## Community

Connect on a  
personal level

# Educational events: training and courses

- Experiential learning
- Active listening
- Practice
- Follow up



# Fundraisers

- Before the event
  - Use tools like a money bomb and personal fundraising pages
  - Survey your RSVPs
- During the event
  - Show donation thermometer live
  - Breakouts groups - smaller configuration (depending on event)
- Post event
  - Follow up





# Conferences

- Agenda: keep sessions short
- Allow for interactions at scale
  - with polls and reactions
- Follow up



# Community gatherings

- Check-ins, story circles, community circles.
- Allow people to connect as humans
- Personal sharing

make  
people  
feel  
loved  
today



A close-up photograph of a person's hands using a laptop. One hand is pointing at the screen, while the other rests on the trackpad. The person is wearing a dark watch and a ring. The background is blurred, showing a desk and some office equipment. Overlaid on the image is the text 'NationBuilder for online events' in a large, white, bold, sans-serif font.

# **NationBuilder for online events**

# Collect RSVPs

Collect RSVPs  
Send Autoresponse  
Use text Keywords  
Tag your people



## Raise money for the animals

We are hosting this event to ensure that pets in your neighborhood have a safe place to sleep at night! Make sure to RSVP and share with your friends and family.

WHEN

March 25, 2020 at 6pm - 9pm

WHERE

Virtual

5 RSVPs



WHO'S RSVPING

RYAN GIGGS

Will you come?

First Name

Last Name

Email




# Use a moneybomb page

Collect pledges  
Make it timebound  
Send autoresponses  
Tag your people

## Moneybomb

Pledge to save the animals in your local area today. We are funding a shelter and providing foster care for pets.



WHO'S PLEDGING

**Countdown 12:00 AM EDT on March 25**

TIME REMAINING

00	11	11	18
DAYS	HOURS	MINS	SECS

**3** of a goal of 100 pledgers

Hi NationBuilder Support, how much will you pledge to donate on 12:00 AM EDT on March 25?



# Understand your RSVPs



Luis Morton left feedback

I signed up to volunteer for the upcoming rally at city hall.  
I'm really looking forward to it and wanted to let you know  
I can also take photos during the event.

VOLUNTEER



2018 voter

@luismorton

2 Most recruits

STRONG  
supporter

HOUSEHOLD

local advocate x

top fundraiser x



Luis Morton

\$1,500 DONATED

Santa Monica, CA

+10pc



Frances Carr

20 mins

I just volunteered to lead a nature hike. Join me!



Support the Forest. Find a Hike Near You.

SAVETHEFOREST.COM



Frances Carr

Nashville, TN

RECRUITED

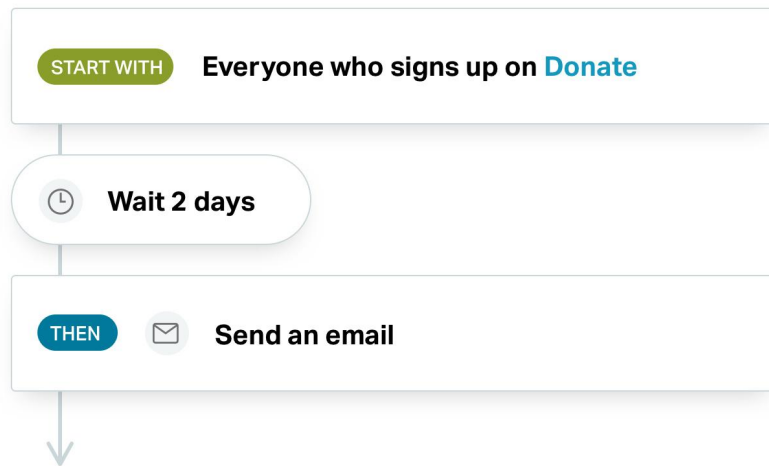


Roger Matthews

Nashville, TN

I want to volunteer!

# Communicate with your RSVPs



# Questions?

Send an email to [srochford@nationbuilder.com](mailto:srochford@nationbuilder.com)

