

## TIP SHEET

# 5 Ways Virtual Events are Easy with Blackbaud Software

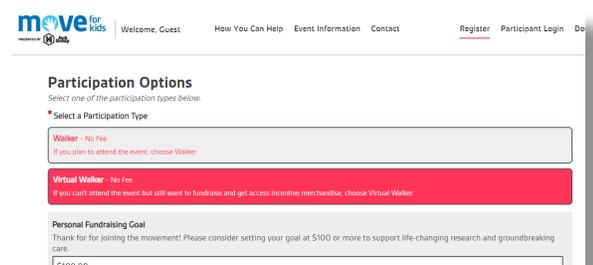
BY CHRIS CAIN, Blackbaud Principal Solutions Architect

Until now, many fundraising organizations have been hesitant to try virtual events. But, they're usually much easier to manage than in-person events - no porta-potties to deal with, packets to assemble, name tags to print... the list goes on and on. With a good software partner, you can feel confident adding a virtual option to an existing event or moving an in-person event to virtual - even if you have to make the move quickly!

**1** You're in control.  
You can make changes to your event site on your own, anytime. [Blackbaud TeamRaiser®](#) offers a simple user interface that allows you to change the banners, header text, and more. You can even add web-standard code for a lightbox to pop up if you need to announce a change to the event.



**2** You can react quickly.  
In Blackbaud TeamRaiser, you can quickly change an in-person event to a virtual event by changing participation types. The tool allows you to add a registration fee (or not), include swag (or not), and ask the participant questions (like "where will you be walking instead?").



**3** Its easy to keep participants engaged leading up to the event.  
You'll likely communicate with virtual event participants differently than in-person event participants because you want to keep them connected and build enthusiasm. Using Blackbaud TeamRaiser, communication tools are built in, so you can send emails to all participants, or just participants of a certain type. Plus, set up a series of emails to coach all participants to online fundraising success!

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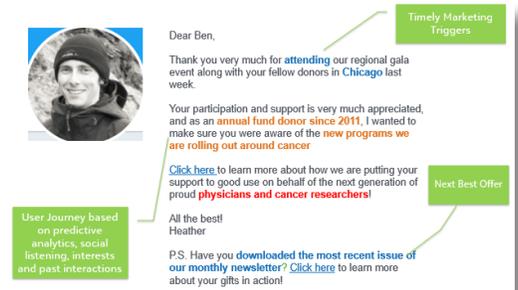
## You're ready to cultivate participants and supporters after the event.

Create event-specific hashtags for participants and supporters to follow the conversation and gain insight to ways you can connect with them in the future. Using [Blackbaud Attentive.ly™](#) you can identify people to retarget based on use of the event hashtag. For example, hashtag users could be shown ads on social media that share more information about your organization.

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## Seamless experience for your organization's staff.

When your database, social listening, and email tools work together, there are so many additional opportunities. For example, you can automatically create group segments based on topics that event participants are discussing on social media, then send a targeted email based on that activity. And if you're using [Blackbaud Luminate Online®](#) and [Raiser's Edge NXT®](#) (or [Blackbaud CRM™](#)), those timely, personalized communications can reflect your entire relationship with the constituent. For example, you can include a reference to how long they have been participating and include an opportunity related to their last gift.



Explore Blackbaud marketing options to make your next virtual event easy.

Learn more

### About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.