

Developing Recommendations for Virtual Fundraisers and Virtual Events for Habitat for Humanity

An Interactive Qualifying Project
submitted to the faculty of
WORCESTER POLYTECHNIC INSTITUTE
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degree of Bachelor of Science

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Appendix A: Interview Plan

Preamble:

We are a group of students from Worcester Polytechnic Institute (WPI) in Worcester, Massachusetts. We are conducting interviews involving people with connections to nonprofit organizations that have held virtual fundraisers and events about said fundraisers and events. This research will be used by our group to develop recommendations for virtual fundraisers and virtual events that will help Habitat MetroWest/Greater Worcester cope with the challenges presented by the Covid-19 pandemic.

Your participation in this interview is completely voluntary and you may withdraw at any time. Please remember that your answers will remain anonymous. No names or identifying information will appear on the questionnaires or in any of the project reports or publications.

This is a collaborative project between Habitat MetroWest/Greater Worcester and WPI, and your participation is greatly appreciated. If interested, we can share a copy of our results with you at the end of the project.

For more information about this research contact us gr-habitatforhumanityiqp@wpi.edu or IRB Manager (Ruth McKeogh, Tel. 508-831-6699, Email: irb@wpi.edu) or Human Protection Administrator (Gabriel Johnson, Tel. 508-831-4989, Email: gjohnson@wpi.edu).

Questions:

1. How long have you been working for/with _____?
 - a. When did you first start?
 - b. How frequently are you involved in fundraising events?
 - c. How many different fundraising events have you been involved in?
2. How would you describe the fundraising culture at _____?
 - a. How long has the culture been this way?
 - b. Is that the culture the organization is striving for?
 - c. Would the organization be interested in changing the culture?
3. What are the financial needs of _____?
 - a. Is this different from their financial needs during a normal year? How?
 - b. What does the organization anticipate its need will be in the future?
 - c. Will the organization be able to effectively work towards their goals with their

current financial conditions?

4. What are some events _____ has done in the past?
 - a. Were these events successful?
 - b. How long has _____ been doing these events (in general)?
 - c. Is Habitat open to adding new events/diversifying their events?
5. When evaluating the outcome of an event, what factors do you look for?
 - a. How do you measure these factors, and are they tracked over time?
6. How were you involved in the planning or execution of the event?
 - a. How did that process differ from planning or executing an in-person event?
 - b. What unexpected problems did you run into and how did you address them?
 - c. What would change about the planning/execution process and what would you keep in the future?

Appendix B: Interview Over Email Plan

We are a group of students from Worcester Polytechnic Institute (WPI) in Worcester, Massachusetts. We are conducting an interview involving people with connections to Habitat for Humanity MetroWest/Greater Worcester (Habitat MetroWest/Greater Worcester) about the organizations fundraising culture, their financial needs, and their fundraising history. This research will be used by our group to develop recommendations for virtual fundraisers and virtual volunteer events that will help Habitat MetroWest/Greater Worcester cope with the challenges presented by the Covid-19 pandemic.

Your participation in this interview is completely voluntary and you may withdraw at any time. Please remember that your answers will remain anonymous. No names or identifying information will appear on the questionnaires or in any of the project reports or publications.

This is a collaborative project between Habitat MetroWest/Greater Worcester and WPI, and your participation is greatly appreciated. If interested, we can share a copy of our results with you at the end of the project.

For more information about this research contact us gr-habitatforhumanityiqp@wpi.edu or IRB Manager (Ruth McKeogh, Tel. 508-831-6699, Email: irb@wpi.edu) or Human Protection Administrator (Gabriel Johnson, Tel. 508-831-4989, Email: gjohnson@wpi.edu).

Questions:

1. What are the financial needs of Habitat Springfield?
 - a. Is this different from their financial needs during a normal year? How?
 - b. What does the organization anticipate its need will be in the future?
 - c. Will Habitat Springfield be able to effectively work towards its goals with its current financial conditions?
2. What are some virtual events Habitat Springfield has done in the past?
 - a. Were these events successful?
 - b. What aspects worked well and what would you change?
 - c. What tools/software did you use to plan and execute these events?
 - d. What resources did the events require?
3. What would change about the planning/execution process and what would you keep in the future?

4. When evaluating the outcome of an event, what factors do you look for?
 - a. How do you measure these factors?
 - b. Are they tracked over time?

Appendix C: Discussion Board

Hello all, I wanted to get a feel for what, if any, virtual events everybody's held over the past year, what kind of tools/software they used, and what success they had. Is anybody willing to share?

Follow Up Questions:

1. What types of virtual events do you have experience with?
2. What went well, what went poorly, and what would you change in the future?
3. What advice would you have to anyone planning on using a similar event and/or fundraising?

Appendix D: Email Template

Hello _____,

My name is _____ and I am with a group of students from Worcester Polytechnic Institute. We are working on a project in association with Habitat for Humanity MetroWest/Greater Worcester. Our team is currently developing virtual fundraising strategies to help Habitat with their transition to a more online environment to cope with the issues presented by COVID-19 involving in-person events. This is vital for the creation and maintenance of low-income housing and supporting those in need of shelter who cannot afford it during a pandemic. We learned that you were involved with _____ AND/OR _____ recommended that we reach out to you. My team and I were wondering if we could meet with you for a virtual interview to discuss helpful areas of research to further develop our ideas for our project. If you are able to meet with us, please give us a date and time that works best for you. Thank you for your time and consideration!

Respectfully,

The Habitat for Humanity IQP Team

Appendix E: Fundraising Comparison and Decision Tool

Events	Sub Events	Lead Time	Staff Required	Required Finances	Net Profit	Expected Engagement	Source					
Awards Ceremony		Moderate	Moderate	Strong	Weak	Strong	Link 1	Link 2	Link 3			
Comedy Night		Moderate	Strong	Moderate	Moderate	Moderate	Link 1					
Creative Nights	Craft Night, Cooking Night, and Teddy Bear Craft	Strong	Moderate	Strong	Weak	Weak	Link 1					
Dance Party		Moderate	Moderate	Moderate	Weak	Moderate	Link 1					
Game Nights	Trivia night	Strong	Moderate	Strong	Weak	Moderate	Link 1	Link 2				
Karaoke Night		Moderate	Strong	Strong	Moderate	Moderate	Link 1	Link 2	Link 3	Link 4	Link 5	Link 6
Movie Night		Moderate	Strong	Strong	Moderate	Moderate	Link 1	Link 2	Link 3			
Virtual Escape Room		Moderate	Strong	Weak	Weak	Weak	Link 1	Link 2				
Virtual Tastings	Wine Pull, Virtual Happy Hour, and Beer and Wings Night	Moderate	Strong	Strong	Moderate	Moderate	Link 1					
Concert		Moderate	Moderate	Moderate	Moderate	Moderate	Link 1					
Contests	Costume Contest, Virtual Scavenger Hunt, Picture contest, and Merchandise Design Contest	Moderate	Strong	Strong	Weak	Moderate	Link 1	Link 2	Yammer			
Habitat Videos	Women Build DIY, Virtual Tours, and Interviews of people H4H helped	Strong	Strong	Strong	Weak	Moderate	Link 1	Based on interview with H4H Lowell and Springfield				
Speaker Based Events	Guest Speaker, Zoomathon, and Webinar	Moderate	Strong	Moderate	Weak	Strong	Based on interview with Tim O'Neil					
Golf Tournament		Moderate	Weak	Strong	Strong	Moderate	Based interview w/ Girls on the Run (Worcester County)					
Raffle/Auction		Moderate	Weak	Weak	Strong	Moderate	Based on interview with H4H Lowell Yammer					
Talent Show		Moderate	Weak	Strong	Moderate	Strong	Link 1	Link 2	Link 3			
Virtual 5k/Walk/bike		Moderate	Moderate	Strong	Strong	Strong	Based interview w/ Girls on the Run (Worcester County)					
Virtual Gala		Weak	Weak	Weak	Strong	Strong	Based on interview w/ Bill Wallace + H4H Lowell					
Yard Sale		Weak	Weak	Strong	Moderate	Strong	Based on interview with H4H Lowell					
Long Term Fundraisers	Donation Contest and Roundup Campaign	Strong	Strong	Strong	Moderate	Weak	Link 1	H4H Lowell				
	KEY	Lead Time	Staff Required	Required Finances	Net Profit	Expected Engagement						
	Strong	Low: 0 - 14 days	Low: 1 - 4	Low: \$0 - \$249	High \$10,000+	High: 250+ people						
	Moderate	Moderate: 2 - 8 weeks	Moderate: 5 - 8	Moderate: \$250 - \$4,999	Moderate: \$1,000 - \$9,999	Moderate: 50 - 249 people						
	Weak	High: 2+ months	High: 9+	High: \$5,000+	Low: \$0 - \$999	Low: 0 - 49 people						
Keep People Engaged	Events that rely on participation from the audience, fun ways to keep people involved in the Habitat community without huge investment.											
High Publicity Events	Events designed to reach new people and engage an audience outside of Habitat's base, focused more on publicity than financial return.											
Large ROI Events	Events with higher time and money investments, but greater participation and return on investment. Only a few events in this category are done each year.											
Ongoing Fundraising	Fundraising tools that can be used over a long period of time to receive the maximum amount of donations possible. Designed to maximize donations rather than as standalone events.											

Appendix F: Playbook



Playbook
submitted to the staff of
Habitat for Humanity MetroWest/Greater Worcester

By
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General Tips

Be creative. This is a completely unprecedented time both for NPOs and the community, and for an event to be successful it has to stand out from the crowd of virtual events. Due to Covid-19, many of the memorable and enjoyable aspects of in-person events are lost, so new and creative solutions need to be reached to replace them. There are minimal resources to use as a guide, so the success of these virtual events will fall to the ingenuity and creativity of the staff organizing them.

Temper your expectations of the event. There is a steep learning curve to hosting virtual events, so the first time they are run will probably not meet lofty expectations. However, due to the reduced costs associated with many virtual events, failure is not as great a setback for a virtual event as it is with their in-person counterparts. Take this opportunity to try new things and find what works best. The potential for success is there and is achievable.

Be prepared - Have backup plans - Practice often. Many people are learning all of these online software and tools for the first time, and there are many things that can go wrong. The best way to mitigate these effects is to be prepared by practicing using the software as much as possible and by having backup plans ready in case a problem arises during the event. Being prepared for technical failure can help make the event a better experience for the participants and make it more successful.

Marketing and Advertising are vital. This is an area in which the strengths of online fundraising stand out. Because the barrier to entry for these events is often much lower than with traditional events, publicizing an event has a much greater potential to attract a new audience. Events need to be advertised well in advance to give people plenty of time to be made aware of the event and to make plans to attend. Effective use of social media has proven a particularly inexpensive and effective way of getting the word out. Last minute reminders of the event are also helpful, as last second distractions could cause them to forget about the event and miss it.

Use others' expertise to your advantage. As stated before, many people are learning these tools and software for the first time, but there are also people who have been using them for years and are experts at using them. Partnering with organizations experienced in using unfamiliar tools is a great way to save valuable time. Conversely, this expertise comes at a cost, so a cost benefit analysis needs to be performed to determine if the additional success of the event is worth the additional cost associated with it.

High Engagement Events

Comedy Night



Project Description: A comedy night would be a great way for community members to get together and relieve stress from the comfort of their own home. There are different levels/ratings (PG, PG-13, R, etc.) of comedy shows that will attract different demographics to the event. There are many companies with proven track records that will host the event, provide a comedian, and assist with planning. Additionally, the show could have a different theme depending on the time of year or current events in the world.

Desired Outcomes: A comedy show would be a great fundraiser, that would also be a memorable and enjoyable event for many people.

Budget Considerations:

- Biggest expenses:
 - ◆ Comedian/Host - If a professional company is hired.
- Areas to recoup cost:
 - ◆ Sell Tickets - Require participants to buy tickets to see the show.
- Tips:
 - ◆ Some of the companies will handle the ticket sales for the event.

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Comedian - The Comedian needs to be hired a few weeks (minimum) in advance.
 - ◆ Event Promotion.

Repeatability: This would be a good event to have once or twice a year to keep it fresh and exciting to the community.

Critical Steps:

- Hire a Comedian/Host.
- Decide on any themes or topics to focus on.
- Promote the Event.

Budget Estimates:

Expenses	Estimated Cost	Notes
Comedian	\$500-\$1000	Will depend on the company

Further Resources:[Funny4Funds](#)[Comedian Company](#)

Creative Nights

A creative night is a great way for people to explore new potential hobbies or continue practicing a long standing one. There are many different varieties of events that could fall into the “creative night” category - including any method that people use to make something. This is a broad category that could be easily expanded based on the interests and abilities of the staff hosting the events.

Craft Night



Project Description: A craft night is a potential way to engage the community and raise awareness for Habitat for Humanity. By offering crafts that relate to the organizational mission, like building bird and gingerbread houses, people can be made aware of the mission in a fun and engaging way. Additionally, any kits for the crafts could be sold/distributed from the ReStores, to help increase foot traffic in the stores.

This event would work by Habitat for Humanity supplying either a prerecorded video or live tutorial of how to do a certain craft that the participants would follow along with from their homes. There are many free videos on the internet that could be used as the tutorial, with Habitat for Humanity simply supplying/selling the craft kits to those that need/want them (possibly in the ReStores). These kits could be sold for a limited time (a month or a season) and include a QR code to a prerecorded video. By including the QR code, it would no longer be a one night event, but an ongoing event that people could participate in when they had time.

Desired Outcomes: This event would be primarily participation driven, but fees could be associated with the night to cover expenses and turn a profit.

Budget Considerations:

- Biggest expenses:
 - ◆ Craft Kits - Any supplies needed for the craft (if supplied by Habitat).
 - ◆ Host - While there are many free online tutorials, a local artist could be hired.
- Areas to recoup cost:
 - ◆ Sell Craft Kits - Sell kits in the ReStores for those who need them.
 - ◆ Registration Fee - Require people to pay to participate.
- Tips:
 - ◆ There are lots of guides that walk through how to host craft nights ([example](#)).

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Acquiring craft supplies/assembling craft kits.
 - ◆ Promoting the event.
- Ways to save time:
 - ◆ Buy supplies in bulk ahead of time.

Repeatability: There are many different crafts that could be done during a night like this and there are many different variations of those crafts, so this type of event could be done many different times but remain new and fun.

Critical Steps:

- Pick craft.
- Acquire craft materials.
- Pick a date and time.
- Promote event.

Budget Estimates:

Expenses	Estimated Cost	Notes
Craft Kit	\$8/kit	This will depend on the craft and number of people (buying in bulk saves money)

Further Resources:

Video Tutorials:

[Bob Ross](#)

[Ventuno Art](#)

[5-Minute Crafts](#)

Cooking Night

Project Description: There are many people in the community that enjoy cooking or would like to improve their skills, which would make a cooking demonstration night a good way to engage the community and bring them together over a shared interest. People would be able to follow along with a tutorial while chatting with each other. This event would be a low cost and minimal planning event that had the potential to engage the community in a lighthearted and fun way. Additionally, a

partnership or agreement could be reached with a local restaurant or chef to make and sell a kit or instructional video.

Desired Outcomes: This event would be for engagement and participation. It would just be a way to talk with community members and get them thinking about Habitat for Humanity.

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Promoting Event.

Repeatability: There are many different dishes or themes that could be used for a cooking night, so it could be repeated multiple times with different dishes or courses.

Critical Steps:

- Pick a dish.
- Find an instructor/video.
- Pick a date and time.
- Promote event.

Further Resources:

Video Tutorials:
[Gordon Ramsay](#)
[Munchies](#)
[Food Wishes](#)

Teddy Bear Craft (for children of Vets/Med Workers)

Project Description: Imagine having the ability to give a child a stuffed animal reminder that, even during deployments, pandemics, etc., their parents are still always there for them. Veterans, medical workers, and first responders have less free time to spend with their children. Making a teddy bear with an old uniform/scrub or a fabric similar to it with old name tags and/or other items of clothing worn by their parents can be a real comfort for children. Similar to Operation Playhouse, making teddy bears for these children in times of uncertainty would be a great way to reach out to the community.



Budget Considerations:

- Biggest expenses:
 - ◆ Stuffing.
 - ◆ Button eyes / nose.
 - ◆ Video (optional).
- Areas to recoup cost:
 - ◆ Sell bears.
 - ◆ Accept donations for bears.
 - ◆ Event sponsorships.
- Tips:
 - ◆ Use fabrics that the parents wore (either uniform or casual). Plays as a memory bear and cuts down on fabric cost.

Time Considerations:

- Lead time:
 - ◆ Advertising.
- During:
 - ◆ Learning how to make a teddy bear.
 - ◆ Making each bear.
 - ◆ Making / editing each video (optional).

Critical Steps:

- Find Veteran communities.
- Contact donors.
- Advertise helping children of first responders / militants.
- Make, sell, and ship the bears.

Budget Expenses:

Expenses	Estimated Cost	Notes
1. Fabric 2. Stuffing 3. Buttons 4. Video (optional)	Make = \$1.40/bear Sell = \$30/bear Net Profit = \$28.60/bear Video = Depends on software	First year, estimate 50 bears = \$1,430 Each year can grow more, this is based off of conservative estimates.

Further Resources:

Video Tutorials

[Teddy Bear Making Video Tutorial](#)[Teddy Bear Making Webpage](#)

Additional Sources

[Fabric Costs](#)

[Stuffing Example](#)

[Button Eyes/Nose Example](#)

Dance Party

Project Description: Dancing is a great way to let loose and get exercise - two things most people are lacking in their daily lives during the pandemic. This could be a fun event for families with young children or kids looking to have fun with their friends. People could dance with their cameras on or off whatever makes them more comfortable. There are many different ways to host an event like this depending on the desired quality of the event. A professional DJ will be able to better transition songs and move from genre to genre, while a less experienced person might have more abrupt transitions. These decisions will affect the cost of the event as well as the outcomes.



Desired Outcomes: This type of event would primarily be geared toward engaging the community and getting the organization's name out and talked about.

Budget Considerations:

- Biggest expenses:
 - ◆ DJ - If a professional DJ is the chosen route, they may donate their time or they may have a fee.
- Areas to recoup cost:
 - ◆ Ticket Sales - Sell tickets to the event.
 - ◆ Sponsorships - Have a company (or companies) sponsor the event.
- Tips:
 - ◆ Having a theme for the night can make it more exciting and enjoyable to the participants.

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Finding a DJ.
 - ◆ Promoting the event.

Repeatability: There are many different themes that could be used for the event and many different genres of music that could be played, but the repeatability would depend on the community's interest.

Critical Steps:

- Pick a theme.
- Hire a DJ.
- Pick a date/time.
- Promote the event.

Budget Estimates:

Expenses	Estimated Cost	Notes
DJ	\$500/night	This will depend on the DJ

Further Resources:

Hosts/DJs:
[Golden Bell](#)
[Super Mix](#)

How To Plan Guides:
[How to Throw a Digital Dance Party](#)
[How To Organise a Virtual Dance Party](#)

Game Nights



Project Description: Virtual game nights are a great way for people to get together and have fun, while staying safe during the pandemic. A virtual game night would be an easy and convenient way for people to have fun in the safety of their own home. There are many different games that could be played and different ways to go about hosting the event. For an event that is easier on the Habitat staff, a third party could be engaged to help run and advertise the event. For an event that requires less money, the

Habitat staff could do the planning. As for the games, there are many free online programs/websites that allow access to a variety of fun games or the game could be a physical item that each individual player has and the virtual aspect is just used for communication.

Desired Outcomes: A game night would be primarily a way to engage the community and as such these events could be hosted at no charge to the participants or there could be a small charge per participant that could offset the cost of the event or even turn a small profit.

Budget Considerations:

- Biggest expenses:
 - ◆ Game Software - While there are free options, some software have fees.
- Areas to recoup cost:
 - ◆ Registration Fee - Charge people to participate in the event.
 - ◆ Open Donation Link - Have a link to a donation site prominently displayed.
- Tips:
 - ◆ The chosen game will attract different demographics to the event, so a certain demographic can be targeted for the event.

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Advertising/Promoting the event.
- Ways to save time:
 - ◆ Pay a third Party to plan, advertise, and run the event.

Repeatability: This event could be repeated over and over, multiple times per year, with a different game every time to keep it fresh and new.

Critical Steps:

- Pick a game (and how the game will be played/which software to use).
- Establish registration fee (if desired - may depend on game software used).
- Pick a date and time.
- Promote the event.

Budget Estimates:

Expenses	Estimated Cost	Notes
Game Software	Varies	Depends on game and # of participants

Further Resources: A quick search will yield many results for useful tools, but here are some to use as a baseline:

Free:

[Drawing/Guessing Game](#)

[Scattergories](#)

[Bingo](#)

Not Free:

[Murder Mystery Game](#)

[Virtual Jeopardy](#)

[Fun Story Creation Game](#)

Variations:**Trivia Night**

The most well-known example of a game night is a trivia night. A virtual trivia night would work similarly to an in-person one, with the main difference being the safety of the participants interacting virtually. There are many third-party providers that will host the event for a fee (such as [Trivia Hub](#), [Funny Business.com](#), [BigQuiz](#), or [Sporcle](#)) or the Habitat for Humanity staff could do the planning and execution to help reduce costs. The trivia participants could pay a fee to register, which could go towards paying for the host, the prizes for the winning teams, and profit (depending on how the game is organized).



Karaoke Night

Project Description: A virtual karaoke night is a great way for the community to come together and have fun during the pandemic. By hosting a night for donors to come together and release stress by singing Karaoke together, Habitat for Humanity can engage the community and spread their message.

Desired Outcomes: An event that requires low staff, time, and money to execute that can bring in a little income, and highly engage donors.



Budget Considerations:

- Biggest expenses:
 - ◆ Zoom.
 - ◆ Potential Prizes - (Optional) If you do prizes, include things in addition to best singing (funniest or most enthusiastic performance) as it may help keep the spirit of Karaoke.
 - ◆ Paid version of Watch2Gether (Optional).
- Areas to recoup cost:
 - ◆ Charge for admission (Maybe online pay to get access to a zoom key?).
 - ◆ Ask for donations in exchange for particular groups or people to sing particular songs (Ex: “If we get \$100, the build team will sing Working on the Railroad”).
- Tips:
 - ◆ The free version of watch2gether can be used just fine.

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Advertising.
 - ◆ Getting a list of participants.

Repeatability: Easily repeatable so long as donors don’t get bored with it (to some, Karaoke may not just be fun, but also a relatively novel or rare experience, and so a Karaoke night would be less enticing as less of a special occasion if it was done too regularly).

Critical Steps:

- Schedule event.
- Obtain any necessary virtual tools.
- Advertise event.
- Get a list of participants and songs they want to sing (makes the event run smoother).

Budget Estimates:

Expenses	Estimated Cost	Notes
Zoom	\$150	License for one year to host up to 100 participants for up to 30 hours is \$150. It seems to be the least expensive license outside of the free version, which only lasts 40 minutes for a meeting (too short for Karaoke night).

Additional Resources:

→ Tools:

- ◆ [Zoom](#)
- ◆ [Watch2Gether](#)
- ◆ [Other Alternatives](#)

→ Research Links:

- ◆ [DIY - Karaoke Night fundraiser!](#)
- ◆ [How to Host Karaoke Fundraisers](#)
- ◆ [How to Throw a Karaoke Party on Zoom](#)
- ◆ [Karaoke Fundraiser – Singing for Dollars](#)

Movie Night



Project Description: In a time where movie theaters are not a practical option for many people, a virtual movie night is a great way to engage the community and give families and friends something fun to do together. By showing a newer popular movie or a classic, people will want to see it in a way that will make it memorable, which is what would make this idea successful. There would be minimal costs to an event like this, but lots of potential upside. The selected feature film will help to determine the demographic the

event will attract, so this event could be a good way to attract new demographics to the organization. There are many programs that would facilitate an event like this and help to make it more successful.

Desired Outcomes: This event would be primarily an engagement event, trying to keep Habitat for Humanity relevant in people's lives, but a registration/participation fee, suggested donation, or an available donation link would allow this event to make a small profit.

Budget Considerations:

- Biggest expenses:
 - ◆ Software - Depending on chosen software there may be fees.
 - ◆ Advertising - Any expenses for promoting the event.
 - ◆ Movie - While a free movie could be used, some movies may have associated fees.
- Areas to recoup cost:
 - ◆ Sponsorships - Sell “commercials” for any intermissions or breaks in the film.
 - ◆ Ticket Sales - Require people to pay a fee to participate in the event.
 - ◆ Donation Link - Have a link to a donation site prominently displayed.
- Tips:
 - ◆ There are many guides on running a successful movie night ([Example](#)).

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Promoting the film.
 - ◆ Securing sponsorships.

Repeatability: This event could be repeated over and over with a different feature film every time to keep it fresh and new.

Critical Steps:

- Pick a Movie.
- Pick a Date/Time.
- Advertise.
- Secure Sponsorships (if desired).

Budget Estimates:

Expenses	Estimated Cost	Notes
Software	\$50/year	Or a \$10/month subscription could be used

Further Resources:

[Kast](#)
[Software Comparison](#)

Virtual Escape Room

Project Description: Being a popular attraction for people of any age, targeting problem solving and critical thinking, escape rooms have always captivated people's attention. Now that COVID-19 forced everyone to stay in, escape rooms have created software to go through these puzzles from the comfort of one's home. Donors can get together for a "night in" and enjoy a unique puzzle experience while supporting a local NPO at the same time. There are many third-party organizations that will host these events and provide the needed software - for varying prices. Some of the larger third-party organizers have many different options for people of all ages, making it a good option for many different demographics.



Desired Outcomes: This event would be primarily to engage the community and keep Habitat for Humanity relevant in their minds.

Budget Considerations:

- Biggest expenses:
 - ◆ Software/Host - A third party organization would need to be hired to host the event.
- Areas to recoup cost:
 - ◆ Registration Fee - Charge participants a registration fee to participate.
 - ◆ Sponsorships - Have a company/organization sponsor the event.

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Event promotion.
 - ◆ Picking a hosting company.

Repeatability: There are multiple companies that will host the event, each with a multitude of different escape room setups, so this event could be repeated a good number of times.

Critical Steps:

- Pick a host company.
- Pick a date and time.
- Promote the event.

Budget Estimates:

Expenses	Estimated Cost	Notes
Software/Host	\$30/person	This will vary by company

Further Resources:

Companies:

[The Escape Game](#)[Funny Business](#)

Virtual Tasting



Project Description: A virtual tasting is a good way to engage the community, as food and drink are enjoyed by many people. The opportunity to try something new or exotic and discuss with other people would attract many people. The most common and well known variation of a tasting would be for alcoholic drinks, like beer and wine, but a tasting could be done with anything. The selected type of tasting could also help target a specific demographic for the event.

Desired Outcomes: The event would be meant to reach out to the community and give them a reason to engage with Habitat for Humanity.

Budget Considerations:

→ Biggest expenses:

- ◆ Sampling Package - The cost of the food/drink that are going to be tasted.
- ◆ Discussion Forum - A website or other virtual location will be needed for the participants to discuss/comment on the sample.

→ Areas to recoup cost:

- ◆ Sell the sampling packages - Have participants pay for the package.

→ Tips:

- ◆ A partnership or agreement could be reached with the provider to get a discount or a percentage of the sales donated.
- ◆ The discussion forum could be done on a free service like social media sites.

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Sampling Package - An appropriate package of food/drink will need to be selected and an adequate supply would need to be reserved.
 - ◆ Event Promotion - Participants need time to acquire the sample package and physically receive it before the discussion forum is opened.
- Ways to save time:
 - ◆ Pick a package that is already provided by the provider and direct the participants to the provider's website.

Repeatability: This event could be repeated many different times, using a different restaurant/brewery/vineyard every time, but the cost associated with the sampling packages could prevent people from participating with frequency.

Critical Steps:

- Decide on type/variation of tasting.
- Select sample package.
- Identify platform/location for people to write their reviews or talk with one another.
- Promote the event.

Budget Estimates:

Expenses	Estimated Cost	Notes
Sampling Package	\$20 per bottle	This will depend on provider and type of tasting, but Truro Vineyards on Cape Cod has unique bottles and is a local vineyard with wine for \$20 per bottle

Further Resources:

Local Breweries:

- [Flying Dreams Brewery](#)
- [Redemption Rock Brewing](#)
- [Wormtown Brewery](#)
- [Bay State Brewing](#)

Local Vineyards:

- [Truro Vineyards](#)
- [Broken Creek Vineyard](#)
- [Sail to Trail Wineworks](#)
- [Agronomy Farm Vineyard](#)

[Virtual Happy Hour Host Company](#)

Variations:

Virtual Happy Hour - Teach everyone to make various popular cocktails and have them try them
 Beer and Wings Night - Have everyone try beer and wings from a local restaurant.

Wine Pull - Buy bottles of wine (\$15-\$30 per bottle) Decorate the bottle (hiding what the wine is) and have people buy them, try them, and review them.

Large ROI Events

Golf Tournament

Project Description: A golf tournament serves as a great way to get donors engaged with a physical activity that can still be Covid safe. Typically, participants are asked to pay a registration fee and compete with each other either individually or in teams. Your organization can offer prize support to add a fun layer of competition, and even an inexpensive trophy can go a long way to adding to the bragging rights associated with the event, therefore attracting more people. Additionally, food and drink can be provided to allow donors to mingle, increasing engagement and the sense that this is a community event.



Desired Outcomes: This event is great because it excels as both a high engagement event and a high return event. The casual pace of the event gives Habitat volunteers plenty of time to talk with participants about Habitat’s mission and accomplishments, and the competitive aspect gives participants a reason to get their friends involved, broadening the reach of the event outside of people already familiar with Habitat. Furthermore, the event naturally attracts people who are more likely to donate.

Budget Considerations:

→ Biggest expenses:

- ◆ Green fee (cost to reserve the course for a period of time).
- ◆ Cart fee (per player).
- ◆ Prizing.
- ◆ Food / Beverage.

→ Areas to recoup cost:

- ◆ Sell sponsorships signs on each hole.
- ◆ Work with local restaurants for catering sponsorship.
- ◆ Partner with course itself, charity events often get a discount.

→ Tips:

- ◆ Public courses will cost less than private courses.
- ◆ To drive donations and make the event more fun, participants can buy “mulligans” (a redo of a bad shot) or handicaps (a few strokes off your score) in exchange for donations.
- ◆ Great time for a donation contest, as individuals or teams can compete for prizes such as a large handicap.

Time Considerations:

→ Biggest lead time considerations:

- ◆ Booking a course. This is usually something one person can do on their own but depending on the season. Since, courses may not have a time available for a few weeks or even months, make sure to do this as far ahead of the event as possible.
- ◆ Planning catering. Often the course will have a restaurant or concession stand of their own, but these can be pricey, especially at private courses. Most courses will also allow an outside business to cater at their course, so this is a great opportunity to partner with a local restaurant.
- ◆ Contacting participants Obviously it will take time to contact potential donors and get as many participants as possible, but this is a great chance to encourage existing volunteers to get friends and family involved, even if they have not participated in a Habitat event before.

Critical Steps:

- Find prizes. This can be as simple as a few trophies or you can offer a free round of golf at the same course or a gift card to a local ReStore.
- Contact donors and get an estimate of participation. This is done earlier because much of the cost for this event varies greatly based on participation.
- Book the course and carts. How long you will need the course depends on your expected participation, but most courses are happy to help give time estimates.
- During the event make sure that groups are running on time. The biggest thing to keep track of during the event is the rate that teams are completing holes. You do not want anyone to fall behind or hold up the other groups, but often all it takes is a quick reminder to get people to pick up the pace.

Budget Estimates:

Expense	Estimated Cost	Notes
Green Fee	\$500 deposit + \$70 / player	This is based on the outing fee at Green Hill golf course in Worcester, \$70 player fee includes 18 holes, a golf cart, complimentary time at the driving range, and a \$10 credit at the pro-shop per player for prizes
Cart Fee	\$10-25 / cart	Usually included in outing fee
Prizing	\$20-50	Prizes can vary from trophies

		to store credit at the course's pro-shop to a free round of golf at the course
Catering	\$20-30 / person	Most golf courses have a connected restaurant or concession stand that can handle catering

Further Resources:

[Green Hill Golf Course](#)

[Golf Registration Software](#)

[Golf Tournament Fundraising Guide](#)

Raffle/Auction



Project Description: The Raffle/Auction fundraising event is one of the more common fundraising events held throughout NPO's virtually over the course of the COVID-Pandemic. Even though it takes a decent amount of time to advertise and set up, it is by far one of the heaviest hitters in terms of net profit for virtual fundraising. It is not too creative; however, it makes money and is a very easy go-to option in times where large revenue all at once is of the highest concern.

Desired Outcomes: The raffle/auction is expected to use more time and money investments compared to the other fundraising events listed, but greater participation and return on investment.

Budget Considerations:

- Biggest expenses:
 - ◆ Items to be sold/raffle that were not donated.
 - ◆ Advertising.
- Areas to recoup cost:
 - ◆ Profit from raffle/auction sales.
 - ◆ Donations during the event.
- Tips:
 - ◆ Be creative with items.
 - ◆ Make sure the items are in good condition (sell what people will want).
 - ◆ Work on an introduction and get a person who is good at presenting.

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Advertisements.
 - ◆ Setting up the auction/raffle.
 - ◆ Purchasing items for raffle/auctions.
 - ◆ Figuring out the best time for the raffle/auction.

Repeatability: Due to the long lead time in creating this event, the raffle/auction can only feasibly be done a couple times a year.

Critical Steps:

- Find and settle on a date for the raffle/auction.
- Find and buy items to be raffled/auctioned off.
- Advertise on local networks/newspapers and social media.
- Learn how to use the software involved (Zoom, 32 Auctions, etc.).
- Find a presenter/auctioneer of the items being sold.

Budget Estimates:

Expenses	Estimated Cost	Notes
Items Sold	Varied	Price of items being sold is dependent on what the organizations want to use as incentives.
Software	Free - Varied	Depends on software, but there are free options
Presenter/ Auctioneer	Free - Varied	Presenters can range from staff/volunteers to professional auctioneers/presenters
Advertisements	Free - Varied	Can use anything from free social media to using paid advertisements in local news networks/newspapers

Further Resources:

“We've hosted two online auctions through 32auctions.com, very easy to create and use. First virtual event was 4 hours through Facebook Live; this was too long and too hard for people to find links and view. Second virtual event was 1 hour and hosted through Zoom webinar. It was slightly more money (zoom webinar is an extra fee), but much more comfortable for viewers to use and easy to create and use for us. I wouldn't recommend anything longer than an hour.”

-Betsy, Habitat Monterey Bay.

Talent Show



Project Description: A talent show would be a fun way for people to interact and show off their hidden talents to the rest of the community. Having participants turn in their acts through video submissions and then watching them all together would make for a fun afternoon/night for many people. Allowing them to vote for their favorite acts would keep them engaged in the event throughout. If prizes are included, it would help encourage more people to join in the fun.

Desired Outcomes: A high-participation and high-publicity event that can bring in income as well.

Budget Considerations:

- Biggest expenses:
 - ◆ Zoom.
 - ◆ Prizes (Optional).
 - ◆ Guest Judges/Speakers (Optional).
- Areas to recoup cost:
 - ◆ Charge for admission.
 - ◆ Charge submission fee.
- Tips:
 - ◆ The only expense you really need is Zoom for when everyone gets together and watches the submissions that form the talent show, but that might end up feeling low quality and low effort. Prizes can entice more participants and having guest speakers join on as judges can really help make the event feel more professional and special.

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Advertise the talent show.
 - ◆ Collect submissions (You want to make sure that participants have time to practice their performances and still have time to submit their submission).
- Ways to save time:
 - ◆ Some of the advertising time and submission collecting time can overlap.

Repeatability: Maybe once every few months? Not everybody has lots of talents to show off, nor do they have a desire to come up with new ways to show off the same talent week after week. It may be best to do the talent show less often than other events to maintain a large number of participants actually showing off their talents.

Critical Steps:

- Schedule talent show.
- Create rules/criteria (Ex: Required length of submission, acceptable talents, required age or status of participants, etc.).
- Obtain tools (i.e. Zoom).
- Advertise talent show.
- Collect submissions.
- Execute live virtual talent show over Zoom.

Budget Estimates:

Expenses	Estimated Cost	Notes
Zoom	\$150	License for one year to host up to 100 participants for up to 30 hours is \$150. It seems to be the cheapest license outside of the free version, which only lasts 40 minutes for a meeting.
Prize Pool (Optional)	\$60-\$2500	Assuming no submission fees, a \$20 gift card for the top 3 winners would be acceptable as a reward (hence \$60). Alternatively, other organizations have had up to \$500 prizes for winners, so the upper end is calculated at \$500 for each of up to 5 winners.

Further resources:

- Tools:
 - ◆ [Zoom](#)
- Research Links:
 - ◆ [SCV Virtual Talent Show – Holiday 2020 Edition!](#)
 - ◆ [14 Fun Virtual Talent Show Ideas for 2021](#)
 - ◆ [Host A Virtual Talent Show In Elementary](#)

Virtual 5k (walk/run/bike)

Project Description: Running? In a Pandemic? Who would want the pain and suffering in the first place? Well, it turns out, quite a lot of people actually. Road races have always been a very common sight to see and now that everything is online, why shouldn't these walks/runs not follow? While interviewing Girls on the Run and researching virtual 5ks, The IQP group has found that not only are these popular, but cheap to host, as timers, traffic organization, and the other costs for hosting a 5k in-person are non-existent. Virtual 5ks are attractive to all kinds of demographics from younger, athletic people (such as athletes itching to compete because their seasons were canceled or shortened), to older folk who just want to get outside and show their support.



Desired Outcomes: This is an event that can be put into place as a high revenue making event. The planning can take time, but it is creative, able to be done at any time of the year, and has a very high potential to be a significant revenue source.

Budget Considerations:

- Biggest expenses:
 - ◆ Software (“RacePlanner”).
 - ◆ Medals/Prizes with shipping.
- Areas to recoup cost:
 - ◆ Registration.
 - ◆ Voluntary donations.
- Tips:
 - ◆ Play the National Anthem on Facebook/Instagram live.
 - ◆ Get creative with prizes.
 - ◆ Add a theme (ugly sweater, thanksgiving, etc.).

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Advertising.
 - ◆ Getting prizes ready.
- Ways to save time:
 - ◆ Get prizes ready and advertise at the same time.

Repeatability: Runs can be themed and put around holidays to make the community feel more united making this event able to be held multiple times a year. However, due to the amount of lead time, one or two virtual races a year is recommended.

Critical Steps:

- Decide on date range for video submissions.
- Decide on prizes (if any) and get them ordered/ready.
- Promote event.

Budget Estimates:

Expenses	Estimated Cost	Notes
Software	\$1.25/donation	Depends on what software is used
Medals (1st, 2nd, 3rd)	\$15.99	Medals and prizes can be creative

Further Resources:

[RacePlanner](#)

[Medals](#)

Virtual Gala

Project Description: Recreating the experience of a large annual gala in an online format can be difficult, but there are many tips and tricks that can turn your gala from just another Zoom call to an event to get excited about. The most important tips we found to putting on a successful virtual gala were to keep your audience participating in the event and to allow the personality of your organization to shine through during the event. To keep the audience participating in your event, the live chat feature on Zoom is



a great way to keep the audience talking with each other, and some online tools allow the audience to participate in polls to get real time feedback about the event. Additionally, converting events that you have done in the past into either live or prerecorded video is a great way to make participants familiar with Habitat galas feel more engaged. For example, in 2019 African Community Education put on an African fashion show as part of their annual gala and participants really enjoyed it. In 2020 they prerecorded their fashion show and played it as part of their virtual gala. The result was a gala that maintained ACE's distinct personality and stood out from similar events.

Desired Outcomes: Annual galas are typically high return events, and virtual galas are no different. The event is a great way to show new and existing donors the work that Habitat does and get people excited about participating and donating.

Budget Considerations:

→ Biggest expenses:

- ◆ Live streaming software. Investment in this goes a long way toward improving the production quality of the event.
- ◆ Raffle/Auction items.
- ◆ Guest speakers.
- ◆ Donation management tools.

→ Areas to recoup cost:

- ◆ Sell tickets.
- ◆ Sell event sponsorships.
- ◆ Have a raffle or auction during the event.

→ Tips:

- ◆ Partner with local restaurants to include a takeout meal as part of the price of admission. This is a great way to increase the sense of community and make participants feel connected even if they are in their own homes.
- ◆ For each section of the event, have a backup plan in case of technical failure. This can be as simple as giving the hosts something to talk about to stall for time or being prepared to show segments out of order.
- ◆ Test equipment as often as possible, and in a similar setting to how they will be used in the event. Batteries are specifically something we have seen be the biggest thorn in the side of event planners.

Planning Time Considerations:

→ Areas with longest lead time:

- ◆ Learning and testing software.
- ◆ Contacting participants.
- ◆ Planning, filming prerecorded sections.
- ◆ Organizing partnerships with local businesses.

→ Ways to save time:

- ◆ Focus on learning only the aspects of software that are immediately relevant to your event; most professional software also comes with support staff to help you learn relevant tools.
- ◆ Partner with local organizations that have experience running live events, such as bands, to save time learning software.

Repeatability: Fortunately, because most of the complexity that comes with planning this event comes from learning new tools, this is an event that gets easier the more times it is run. Furthermore, this is a great example of an event where even if it is run in-person, the same digital tools can be used to greatly lower the barrier to entry for people that can not attend in-person.

Further Resources:

Heidi Tierney (Habitat Lowell):

Virtual Gala (w/ Auction) – planned 9 months in advance, cost \$4200 auction platform & advertising, over 600 engaged, bid, donated etc.; raised \$105,000

* Auction alone raised \$28,000

Yard Sale

Project Description: Yard sales are and always have been the fun way to sell items. What better way to keep people engaged in fundraising for Habitat MetroWest/Greater Worcester than being able to sift through an iconic sales event - either socially distant, or virtually - with items from their beloved re-store?! When the weather is nice and the community needs a reminder of the outdoor world, use a creative hybridized yard sale to brighten the community's day. Fun and engaging for all ages and is creative/iconic enough for people to take a double look and stop by on a nice, warm weathered day.



Desired Outcomes: The yard sale is expected to use more time and money than other events, but it will gain more participation and return on investment compared to other fundraising events.

Budget Considerations:

- Biggest expenses:
 - ◆ Advertisements.
 - ◆ U-Haul.
- Areas to recoup cost:
 - ◆ Selling Restore items.
- Tips:
 - ◆ Use safety precautions during times of COVID.
 - ◆ What you do not sell, can be brought back to the Restore.

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Advertising (social media).
 - ◆ Moving items from and back to Restore.
 - ◆ Learning the software for the virtual side of it.

Repeatability: Hybridized Restore yard sales are recommended to only be done a few times a year due to planning and weather considerations.

Critical Steps:

- Planning a good day to host a yard sale.
- Advertise on social media, local newspaper, and any other source you see fit to engage the community.
- Plan to use a truck.
- Hire some helping hands (volunteers).

Budget Estimates:

Expenses	Estimated Cost	Notes
Advertisements	\$50	Use local newspapers to engage with the community as well as social media.
32 Auctions	Free	Any auction software can be used just to make sure to separate what was already sold in the hybridized environment from what is being sold in the virtual environment.
U-Haul	\$19.95 /day	This is only if you do not have a truck for the day. If you already have a truck on that day, don't worry about this cost.

Further Resources:

Heidi Tierney (Habitat Lowell):

Yard Sale – planned 6 months in advance, \$50 cost – mostly ads, over 300 attended/donated goods, raised \$160

High Publicity Events

Awards Ceremony

Project Description: An awards ceremony would be a fun way to recognize the volunteers and staff members who have worked hard to make Habitat for Humanity succeed. The original idea behind this event was more of an informal, fun event (like the Dundies from the show The Office), but this type of event could also be very formal and professional. The award recipients could be given the opportunity to speak and talk about what they enjoy about the organization. It would be a night of mutual respect between the organization and the people who make it succeed. While it would have to be virtual now, due to the pandemic, it could eventually become an in-person event.



Desired Outcomes: This would be an engagement event meant to recognize the people who work hard to make Habitat for Humanity succeed.

Budget Considerations:

- Biggest expenses:
 - ◆ Awards - Trophies, medals, plaques, certificates, etc.
- Areas to recoup cost:
 - ◆ Ticket sales - While the people being honored could get in for free, maybe charge family members and friends a fee to get in.

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Event promotion
 - ◆ Awards - Any awards need to be bought and possibly sent out before the event

Repeatability: An awards ceremony would work best as a once-a-year event, to recognize the work of the volunteers and staff members from the previous year.

Critical Steps:

- Identify award categories.
- Award selection process (Voting?).
- Select date/time of event.
- Event promotion.

Budget Estimates:

Expenses	Estimated Cost	Notes
Awards	\$10 - \$250	This expense would depend on the type and quality of awards being purchased in addition to the number of people being honored.

Further Resources:

[Guide to Virtual Award Ceremony](#)

[How to Run a Virtual Award Ceremony](#)

Concert



Picture provided by NASA Johnson under the Creative Commons license

Project Description: Livestream a virtual concert that can bring in both established donors of your organization, and new potential donors in the form of fans of the artist and genre. Work with the artists to spread the word of the event much farther than you may be able to otherwise.

Desired Outcomes: An event that requires a decent investment and can really help create publicity for your organization and will yield a decent return on investment.

Budget Considerations:

- Biggest expenses:
 - ◆ Streaming tools.
 - ◆ Hiring the artists.
- Areas to recoup cost:
 - ◆ Charge an entry fee.
 - ◆ Use donation pages.
- Tips:

- ◆ Make sure to utilize the artist's natural audience to the fullest by appealing to them as well

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Poll donors for preferred genre/style of music.
 - ◆ Hire artist(s).
 - ◆ Advertise concert.
- Ways to save time:
 - ◆ Feel free to ask for help from the required artist(s) in finding a location or studio for them to perform from. They probably have good experience at it.

Repeatability: This event requires a fair bit of time and investment, so it is not the most repeatable, most likely limited to one or two a year. If you do repeat it, try to reach out to the same artist(s) to form strong connections.

Critical Steps:

- Poll donors for preferred genre/style of music.
- Hire artist(s).
- Schedule concert.
- Obtain and learn streaming tools.
- Reserve location/studio for the artist(s) to perform from.
- Advertise concert.

Budget Estimates:

Expenses	Estimated Cost	Notes
Streaming Tools/Platform	\$150+	\$150 assumes you'll be using the most basic and easy streaming setup by simply using zoom. Can change depending on the streaming platform, or if you buy additional tools to make the event feel more professional/advanced, such as WireCast.
Renting a Studio	\$100	Uses estimates of \$50 an hour for 2 hours, assuming a half hour of set-up and an hour and a half livestream
Hiring Artist(s)	Depends on artist	We were unable to find reliable numbers, but it is very much likely to depend on the hired artist.

Further Resources:

- Tools
 - ◆ [Zoom](#)
 - ◆ [Other Tools/Platforms](#)
- Organizations to refer to
 - ◆ A.C.E. has had experience working with a band for their virtual gala
- Research Links
 - ◆ [How To Throw A Benefit Concert In 4 Simple Steps](#)
 - ◆ [Hope Recovery Manor holding virtual concert fundraiser](#)
 - ◆ [How to Livestream Your Music: Putting On a Virtual Concert](#)
 - ◆ [4 Online Tools to Live-Stream Your Next Show](#)
 - ◆ [Recording Connection](#)

Contests

Project Description: Contests would be a fun way to engage the community and give them something to do during the pandemic. There are many different contests that could be run, and most are relatively simple and easy to do. Most of these contests would involve people submitting pictures and having other people vote on the best one. If the pictures were posted on the Habitat for Humanity website, it would be a good way to increase the traffic of the site



and would help spread the Habitat for Humanity mission and ideas. A potential prize for the winner(s) could be Habitat merchandise, which would help get the organizational name out and talked about, when people wear the merchandise.

Desired Outcomes: An event like this would be primarily meant for engagement and traffic on the Habitat for humanity Website.

Budget Considerations:

- Biggest expenses:
 - ◆ Event promotion - This cost would be minimal.
 - ◆ Prizes - What (if anything) the winners will get.
- Areas to recoup cost:
 - ◆ Require people to “buy” votes - have them make a donation to be able to vote.
 - ◆ Require people to pay to submit a photo.

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Event promotion.

Repeatability: There are many different types of contests that could be run, so this event could be run multiple times a year.

Critical Steps:

- Select contest idea.
- Determine submission window and voting period.
- Promote event.

Budget Estimates:

Expenses	Estimated Cost	Notes
Promotion	\$0-\$250	Depends on how event is promoted
Prizes	\$50	Depends on the prizes

Further Resources:

[Costume Contest Example](#)

[Tips for Photo Contest](#)

Variations:**Costume Contest**

A costume contest would be perfect for around Halloween. Instruct people to submit photos of themselves in their costume and post them to a place for people to view and vote for their favorite. There could be different categories, each with their own winner. For example, there could be child, adult, and pet categories.

Picture Contest

A picture contest would work similar to a costume contest, with the main difference being the subject of the photograph. For a photo contest, there could be different categories that people submit their photo under and the best picture from each category wins.

Merchandise Design Contest

A merchandise design contest would be just as it sounds, people compete to design new shirts, hats, etc. for Habitat for Humanity MW/GW. This would just be a fun event to get new ideas for merchandise and to see what kinds of styles people prefer.

Scavenger Hunt

A virtual scavenger hunt would work different from these other contests. A scavenger hunt would require much more planning and effort by the hosting organization. The best way to host an event like this is through a third-party company, such as [Let's Roam](#). There could still be prizes for the winners, but instead of submitting photos or ideas they compete against other teams in a scavenger hunt.

Habitat Videos

Women Build DIY

An event meant to replace the in-person Women Builds event typically held by Habitat for Humanity MetroWest/Greater Worcester. This event includes videos of women completing DIY tasks to share within Worcester and its surrounding areas.



Interviews of people helped by H4H

This event is a round of interviews with people that Habitat for Humanity MetroWest / Greater Worcester has helped in the past. This event is meant to show the community that this organization is still in the game and that it is truly changing lives for the better especially during times of COVID.

Virtual Tours

Virtual walk arounds of the homes that Habitat for Humanity MetroWest / Greater Worcester has created to showcase the hard work that has been completed during these unprecedented times. Virtual tours of homes that have been built within the pandemic is a great moral booster for not only the community, but for everyone else involved for little to no cost.



Desired Outcomes: The Habitat Video events are designed to reach new people and engage the community, being more focused on publicity than financial return.

Budget Considerations:

- Biggest expenses:
 - ◆ Software (Zoom).
- Areas to recoup cost:
 - ◆ Donations during events.

Planning Time Considerations:

- Areas with longest lead time:
 - ◆ Advertise through social media.
 - ◆ Make the videos.

Repeatability: Being entirely virtual with little advertising needed and not being weather dependent, the habitat videos can be created and used anytime of the year and be done as many times as one wants to. Themes are endless - from holidays, to special anniversaries - making these videos fun and engaging year-round.

Critical Steps:

- Advertise video plan.
- Create Youtube Channel to add these videos to.
- Create a Zoom live event.
- Plan themes or any extra special details for the event.

Further Resources:

[Youtube Help](#)

Guest Speaker:

Project Description: Guest speaker events allow fresh perspectives and ideas to be infused into Habitat's message to both keep it relevant and new to the community. A high profile speaker is especially effective at spreading the word and is an easy way to get Habitat's mission in front of a large online following. Listening to first hand accounts of the good Habitat can do or the impact a lack of affordable housing can have can reinforce the value of the work volunteers do and get people more excited than ever to volunteer.

Desired Outcomes: These events are a great way to both engage existing volunteers and get new eyes on Habitat. Furthermore, guest speakers serve as a way to reinvigorate existing volunteers.

Budget Considerations:

- Biggest expenses:
 - ◆ Speaker fee.
 - ◆ Live Streaming software.
- Areas to recoup cost:
 - ◆ Having guest speakers stream from their homes rather than take time to come in person is already a great way to drive speaker fees down.
 - ◆ We've seen several examples of speakers donating all or a portion of their speaking fee back to the event, so try to make the event engaging for the speaker themselves as well.
- Tips:
 - ◆ Aim high! This is an event that exemplifies the strength of online events. Because speakers don't need to be able to physically attend the event, your options for potential speakers are greatly increased. Don't be afraid to talk to high profile speakers that you might not consider for an in-person event.
 - ◆ These events are a great opportunity for speakers to promote themselves or their work, and speakers will occasionally lower their fee if you agree to sell their book or other work in the event.



Planning Time Considerations:

→ Areas with longest lead time:

- ◆ Finding a speaker. This is something that is generally done by only one person, but can have a fairly long lead time as potential speakers take time to respond. Especially with high profile speakers there can be weeks between when your initial request is sent and when they get back to you with a response. Make sure to start sending out requests as far in advance of the event as possible for best results.
- ◆ Learning the software. This event is ideally a way to attract a lot of participants, but to manage all of them in a zoom call can be tricky, we recommend using [zoom webinar](#) to manage a large audience.

Repeatability: How often you want to run this event will depend on who you can get to present and how much they ask for as a speaking fee. Furthermore, participants can get burnt out with the event if it turns into just another zoom call. Fortunately, this is an area of digital fundraising that also works well in a conventional, in-person event, as long as speakers have a way of streaming themselves to your live audience.

Critical Steps:

- Organize the speaker.
- Learn how to effectively use live streaming software.

Budget Estimates:

Expenses	Estimated Cost	Notes
Speaker	Varies by speaker	This number varies greatly from speaker to speaker but is generally much lower than the cost of asking someone to speak in person.
Live Streaming software	Starting at \$400 / year	This number is based on the cost of zoom webinar, but you should used whatever software you are most comfortable with (or are already paying for)

Further Resources:

→ Tools:

- ◆ [Zoom webinar](#)
- ◆ [Wirecast](#)

→ Contacts:

- ◆ Tim O'Neil at ACE helped organize a speaker for their

virtual gala and had a lot of
great advice.

Ongoing Fundraisers

Long-Term Fundraisers

DONATE close

Cause:
Dana-Farber Cancer Institute, Inc.

Number of US Dollars you want to Donate:
\$.00 (Min. \$10) Hide Amount

Show this name in the donation scroll

Don't show my name (Give Anonymously)

Comment, In Memory, Tribute (Optional):

Yes, this is a Gift and I'd like to send an eCard (It's Free)

By Clicking the Donate Button You Agree to Our [Terms and Conditions](#)
Transaction Fees Apply

Donations Contest

A donation contest is a great way to compete against other teams for a good cause. Divide donors into different donating groups (for example, could be corporate groups or college clubs) that compete to donate the most over an extended period of time. The winners can be given some kind of credit or prize, to help encourage participation in the contest.

Roundup Campaign

A roundup campaign is easy for donors to participate in and a great fundraiser. Donors simply need to download an app to their phone which does the majority of the legwork for the fundraiser. Whenever the donor makes a purchase, the payment is rounded up to the nearest dollar, and then the extra money is donated to the organization, without the donor expending any extra effort.



Desired Outcomes: A cheap and easy donation collection method that only requires a set-up, then collects donations over an extended period of time with little to no active upkeep.

Budget Considerations:

- Biggest expenses:
 - ◆ Cost of tools/software.
- Areas to recoup cost:
 - ◆ Donations.
- Tips:
 - ◆ Long-Term Fundraisers are rather cheap, but the payoff takes time to show.
 - ◆ An expense may be added if you choose to add prizes to the donations contest. These prizes can be anything from cash or gift cards, to free tickets to other

virtual events, and can be offered either at the end of the donation contest or to the first group to achieve specified thresholds.

Repeatability: These events are ongoing over extended periods of time (repeatability does not really apply to these events).

Critical Steps:

- Obtain tools.
- Set up donation pages/tools.
- Advertise the event.

Budget Estimates:

Expenses	Estimated Cost	Notes
Donation Software	Varied	This depends entirely on what tool or platform you're using. RoundUp App is free, Classy has a free trial, but other softwares may cost more.

Further Resources:

- Tools
 - ◆ [RoundUp App](#)
 - ◆ [Classy](#)
- Organization with Experience:
 - ◆ Habitat For Humanity Lowell is starting a Round-Up Campaign.
 - ◆ WPI Advancement has done a donations contest (Goat-Nation Giving Challenge).

Software and Tools

Meetings

Zoom

Purpose: Video conferencing software, meant to connect teams, organizations, and communities. There are different versions including meeting software, webinar software, phone support, and Zoom rooms.

Greatest Strengths: Lots of different functionalities with lots of available add ons to meet the user's needs.

Weaknesses: The add ons and better versions all have costs associated with them.

Cost Estimates:

Zoom Meetings	Free - \$300/year
Zoom Phone	\$120 - \$300/year
Zoom Video Webinar	\$400 - \$64,900/year
Zoom Rooms	\$500/year
Zoom United	\$250 - \$360/year

MS Teams

Google Meet

Skype

Webex

Races

RacePlanner

Webinars

Zoom Webinar

Wirecast

Auction

[GiftSmart](#)

[32Auctions](#)

Payment Tracking

[CauseVid](#)

[Cause View](#)

Support Tools

Classy

Purpose: Suite of fundraising tools handling everything from website landing pages to peer-to-peer and crowdfunding tools, focused on payment processing but with tools for campaign management and data analytics.

Greatest Strengths: Easy to use, great support center. Recommended to us based on how helpful staff were in the learning process and how smoothly organizations were able to set up professional-looking systems.

Weaknesses: Options that have a cheaper per month rate have a larger transaction fee.

Cost Estimates:

Free Demo	\$0	5% transaction fee 1 campaign at a time limit 1 administrator allowed Includes crowdfunding & peer-to-peer tools
Pro Edition	Starting at \$500 / month	3% transaction fee Unlimited campaigns 10 administrators All tools in demo plus data analytics and reporting tools
Enterprise Edition	Starting at \$1500 / month	1-2% transaction fee Unlimited campaigns, administrators All tool in Pro plus support for building large campaigns

Contacts: Highly recommended to us by ACE.

Partially Researched:
Events
Software/Tools

Events:

Software/Tools:

Appendix

Event Template:

Project Description:

Desired Outcomes:

Budget Considerations:

Biggest expenses:
 Areas to recoup cost:
 Tips:

Planning Time Considerations:

Areas with longest lead time:
 Ways to save time:

Repeatability

Critical Steps:

Budget Estimates:

Expenses	Estimated Cost	Notes

Further Resources:

Software Template:

Purpose:

Greatest Strengths:

Weaknesses:

Cost Estimates:

Time Estimates:

Contacts: