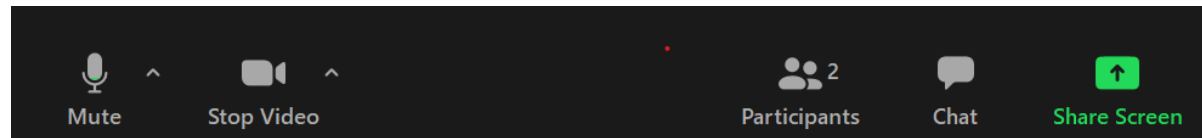




S.E.C.U.R.E.

RE-IMAGINING EVENTS
WEDNESDAY, JULY 29, 2020 AT 1 P.M.

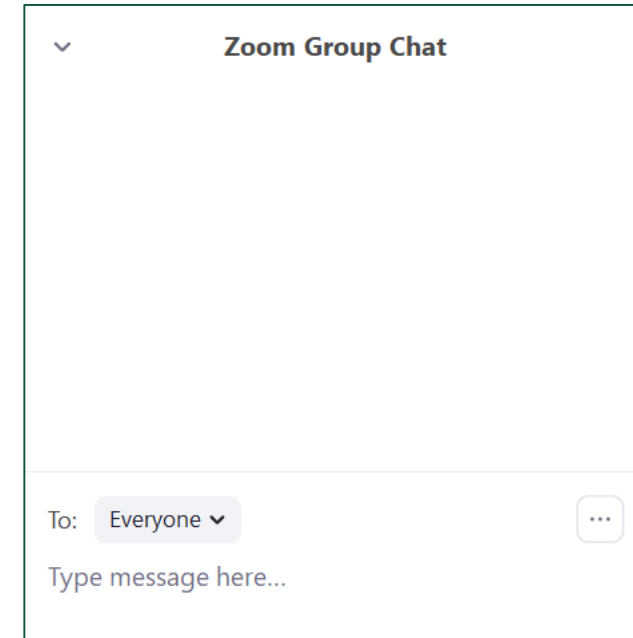
LOGISTICS



To mute or unmute audio

To turn your video on or off

To view and write chat messages



To view and write chat messages

PRAYER AND OPENING COMMENTS

Archbishop Samuel J. Aquila

AGENDA

- Goals of Annual Parish Events
- Event Audit
- Types of Re-Imagined Events
- Case Studies:
 - St. Michael / St. Basil, Archdiocese of Cleveland
 - Our Lady of Mt. Carmel, Diocese of El Paso
- Best Practices for Re-Imagined Events
- Continued Conversation

GOALS OF EVENTS



Build and strengthen community



Educate public and community about the mission



Celebrate and thank donors



Raise funds for a cause or an organization

EVENT AUDIT: QUESTIONS TO ASK BEFORE RE-IMAGINING AN EVENT

FUNDRAISING

Are these funds irreplaceable?

MESSAGE

Does the message need to shift to reflect the situation?

ENGAGEMENT

Will guests feel like they are involved meaningfully?

STEWARDSHIP

How are we communicating progress? Giving thanks?

PROGRESS

What resources are committed?
Should the timeline be altered?

TYPES OF RE-IMAGINED EVENTS

- ✓ Parish “Town Hall” / Online or Virtual Gathering
- ✓ Webinars / Presentations
- ✓ Virtual Silent / Live Auctions
- ✓ Raffles / Ticketed Prizes
- ✓ Fun Run / Walk-a-thon
- ✓ Drive-thru food sales / Blessings



CASE STUDY: ST. MICHAEL / ST. BASIL – CLEVELAND, OHIO

<p>GENERAL OVERVIEW</p>	<ul style="list-style-type: none"> • Sponsored Virtual Gala with ability to bid online for different prizes • Included livestreamed video, “thank you” videos from committee members • Sponsors clearly communicated
<p>RE-IMAGINED TO VIRTUAL</p>	<ul style="list-style-type: none"> • Pivoted to Greater Giving was easy because they knew it already • Planned on several pre-recorded videos but used livestream event to engage families and supporters • Assigned a committee member to be “Zoom Control” to run event
<p>LESSONS LEARNED</p>	<ul style="list-style-type: none"> • Have a virtual event platform • Purchase the facilitation for online bidding • Set-up an online auction and assign a point person • Practice, practice, practice!!



CASE STUDY: ST. MICHAEL / ST. BASIL – CLEVELAND, OHIO

Your *Angel Gala* Virtual Event Checklist >>>

How to Bid: 

Go to smsgala2020.ggo.bid to register.

Now: Early bird bidding
5 PM: All Silent Auction open for bids
6 PM: Big ticket items open for bids

How to Watch 

Live event starts at 6PM
 Go to www.facebook.com/smsblueangels
***Sponsors and those who bought tickets to our March event, refer to email for Zoom meeting link.*

May we suggest.. 

For an optimal experience, view event on your computer/tablet and bid on your phone.

Find Your Watch Party Style



OR





OR



Tune in with the kids & be on the lookout for teachers & friends! Be sure to print off the SMS coloring sheets on our Facebook page.

Need a little grown up time? Set the kids up with a movie, sit back, relax and enjoy the event!

Keep it comfy! After all, you are in the comfort of your home.

Get dressed up to celebrate our school and Fr. Walt!

Dine & View

Thinking about ordering in for the big event? Consider these restaurants - open for carry out or delivery - that generously donated to our auction!

 Angie's Pizza Margaritaville Outback Steakhouse Pizza (216)	 Austin's Grill Bonefish Grill Creekside Gentiles	 Romito's Pizza Saucy Brew Works Tom & Chee Yours Truly	Gervasi Vineyard Guarino's Restaurant
Michaelangelo's Bakery Presti's Bakery			

Visit www.smsgala.com for more info.

CASE STUDY: OUR LADY OF MT. CARMEL, DIOCESE OF EL PASO

Annual parish festival rebranded due to restrictions.

Highlights include:

- ✓ 1,000+ meals sold: 600 pre-orders + 400 food sales during drive-thru event
 - ✓ On average, the parish only sold 800 food plates at their festival
- ✓ Promoted event on social media, bulletin, and during Mass
- ✓ Mariachi band played

DRIVE THRU
Saturday, June 27, 2020
GORDITA SALE

Orders will be ready for pick up starting at 12:00 PM. All orders are to go!
\$6.00 an order of 3

- Pick up time is from 11:00 AM - 1:00 PM
- Our Lady of Mount Carmel
- 131 S. Zaragosa
- El Paso, Texas 79901
Preorders can be placed with Carmen Lopez @ 915-755-1234 or Diana Baeza @ 915-333-1234

Ysleta Mission - OLMC
June 24
Last day for preorders is Thursday, June 25th at noon. Thank you for your support!
30 Likes 6 Comments 35 Shares

Volunteers were AMAZING!



BEST PRACTICES FOR HOSTING A RE-IMAGINED EVENT

- ✓ Retain Sponsors
 - ❑ Offer new and unique ways to highlight and thank Sponsors for their support
 - ❑ Encourage event attendees to purchase dinner, attire, etc. from Sponsors
 - ❑ Offer commercial breaks during events to thank Sponsors
 - ❑ Create extra yard signs for outdoor events

- ✓ Overcommunicate and build out your marketing tools
 - ❑ Promote event in bulletin, during Mass, on social media and website
 - ❑ Encourage planning committee and parishioners to share the event with their friends

- ✓ Practice as much as possible in advance of the event
 - ❑ Especially for live-stream portion of events
 - ❑ Ensure all presenters are comfortable with the platform being used

- ✓ Engage your audience throughout the event

- ✓ Make the THANK YOU unique and special

THANK YOU!

CONTACT PAUL DUDZIC

✉ paul.dudzic@archden.org
☎ 720-476-7525

CONTACT MARK BERLYN

✉ mberlyn@ccsfundraising.com
☎ 314-750-5606

CONTACT DAVID MEHR

✉ dmehr@ccsfundraising.com
☎ 908-451-9823

CONTACT JEN KRASOWSKI

✉ jkrasowski@ccsfundraising.com
☎ 207-712-8518