



Memorial Sloan Kettering
Cancer Center

GIVING

Virtual Event Tool Kit

Your guide to creating a successful
virtual event



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Thank you for organizing a virtual event fundraiser to support life-changing cancer research and care at Memorial Sloan Kettering Cancer Center (MSK).

Common Virtual Event Types and Considerations

Cooking or mocktail class

Host a cooking or mocktail class on a virtual meeting platform to engage your supporters through the art of food and drink. Participants pay a fee to attend a live demonstration by a chef or mixologist. Before the class, send out an ingredient list so attendees can follow along and cook or mix a delicious treat for a great cause.

Talent show

Participants pay a registration fee and submit their recorded videos. Collect the videos and post them to social media. Ask your network to vote on the winner through likes.

Food eating contest

Participants pay a fee to enter the contest, and whoever eats the most food in a set amount of time wins! Use a virtual meeting platform so all participants eat together, live. Maximize your fundraising by encouraging your participants to ask their networks to donate toward their eating goal. For example, a participant may ask for \$10 for each hot dog they eat. If they eat 20 hot dogs, that is a \$200 donation.

Painting class

Participants pay a fee to attend a class in which they learn how to paint a beautiful work of their own. Before the class, send out a list of supplies so attendees can follow along while an artist demonstrates step-by-step instructions.

Fitness class

Many instructors or studios may donate their time to host a virtual fitness class for a charitable cause important in your community. Ask participants to donate to join the class. For more information about hosting fitness classes and athletic events, click [here](#).

Concert livestream

Livestream a band's donated performance. Concert attendees pay for a ticket to gain access to the livestream.

Online auction

For more information about online auctions, click [here](#).

Raising Money Through Your Virtual Event

While virtual event logistics may feel overwhelming, your MSK contact is here to support you. To help prioritize your plans, **we recommend spending the majority of your time strategizing how your virtual event will raise funds.** The fundraising aspect of your virtual event matters most because it directly impacts your cause! Here are some fun and effective ways to fundraise for MSK through your virtual event.

Create Your MSK Fundraising Page

Create a customizable MSK fundraising page to collect donations for your virtual event. In addition to collecting donations yourself, invite your attendees to ask their networks to support your online fundraising efforts. MSK's event fundraising pages make collecting donations quick and easy. Click [here](#) to learn more about MSK fundraising pages.

Sponsorships

Sponsorships are a meaningful way to create partnerships and allow companies and individuals to receive special benefits, such as logo usage on event banners and in program books, in exchange for a higher level of support. Sponsorships are usually tiered — higher priced sponsorships result in more perks. Here are a few sponsorship levels to consider.

- **Presenting or title sponsor:** Your event should have only one presenting or title sponsor, reserved for the company or individual who makes the largest donation to your event.
- **Event sponsor:** Offer two or three event sponsorship levels below your presenting sponsor, such as bronze, silver, and gold. Each level up should be more expensive and include more benefits than the level beneath it.
- **Matching sponsor:** A matching sponsor will match all donations up to the amount they are comfortable giving. Set this number in advance and advertise the match. Some ideas include the first \$5,000 raised will be matched or all event-day gifts will be matched up to \$10,000.
- **In-kind sponsors:** An in-kind sponsor donates goods or services to your event, like shipped care packages, T-shirts, or auction items. These donations help keep your cost of fundraising low. In return, in-kind sponsors receive special recognition.

Be sure to note the appropriate tax deductibility when offering sponsorship packages. Click [here](#) to learn more from the IRS website.

Ticket Sales or Registration Fees

Consider setting a ticket price or registration fee to access your virtual event.

Virtual Event Details and Logistics

Hosting a virtual event comes with many decisions, including what platform to use, if the event will be live or recorded, and technical considerations. To ensure the most seamless and enjoyable event experience, be sure to use the platform and virtual event type that works best for your network.

Virtual Event Production

- **Recorded:** Record your virtual event and supply the recording for your participants to view at their convenience.
- **Livestream:** Stream all aspects of your event to your attendees as they happen. This option is most common for performances and interactive events.
- **A mixture of live and recorded:** Have portions of your event recorded and play them during your livestreamed event. This option is useful for those who have keynote speakers who prefer not to speak live or may be unavailable during the event.

Virtual Event Platforms

Each virtual event platform has different tools to help you make the most of your virtual event.

- Zoom is a virtual conference service. Ask your MSK representative for more information about using Zoom through MSK.
- Facebook Live enables you to livestream your virtual event directly to your Facebook network.
- Google Meet is a virtual meeting service that allows livestreams to over 250 participants without installing software.
- YouTube is a video platform to share your recorded or live virtual event.
- Twitch is used to livestream classes, video games, and more.



Event Day

- Send out an email with participation instructions. Offer a personal contact for guests who need help troubleshooting.
- Test video and audio equipment for speakers.
- Don't forget to thank your supporters before, during, and after your event.

Event Follow-Up

Fundraising does not end when your virtual event does! Long-term stewardship is key to keeping your supporters engaged until your next event.

- Thank your guests, sponsors, and volunteers.
- Share your fundraising total and inspire last minute donations through a targeted email and social media push. Include screen shots or photos from your event.
- Solicit feedback! Find out what participants enjoyed, and how you can improve next time.

Ready to create a virtual event? Click [here](#) to get started!



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To learn more about fundraising for MSK please contact us at communityfundraising@mskcc.org