

Live streaming is a way to broadcast an event to a large audience, from one or more locations. Following the evolution of the internet, live stream events connect not just the individuals broadcasting, but potentially thousands of people all over the world. It is the logical next step for fundraising events, enabling organizations to reach a greater audience than before, and interact with them in ways that were previously hindered by physical limitations.

## **Live Streaming Events have the potential to be just as successful as in-person events, if not more.**

- **Greater Reach** - More people can be found online, and the event can receive proliferal exposure through online sharing
- **Accessibility** - Live streaming removes many of the traditional barriers, such as the commute, lack of availability, and the general inconvenience associated with attending an event in person.
- **More donations** - The internet has accelerated the trend of “micro giving”, which is well captured by a live stream event with convenient options for donating
- **Flexible Time Limits** - With the convenience of remote broadcasting, a streaming event can be as long or as short as you’d like.

## **Promoting your Live Stream Event**

- Always leverage your email/mailling list and organizational connections when promoting an event. When possible, utilize your community calendars and share your event on sites like EventBrite.
- The most powerful tool for promoting a live stream event is through social media. Not just your’s, but that of all your performers, sponsors, and other participants as well.
  - Enable your partners to share by providing them with verbiage and images.



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## Tips for Planning and Executing your Live Stream Event

- **Know your Software** - Whether you're using OBS, Streamyard, or any other tool, learn the software inside and out. Know what settings will yield the best picture and sound quality for your stream, and be ready to adjust on the fly, if anything happens.
- **Lighting and Sound** - A proper lighting setup and a good mic with the equalization set correctly will ensure a clear stream to your audience. Be sure that your guests' setups are ready as well.
  - Offer guidance or even a light and sound rehearsal with all participants in advance.
- **Have a Plan B** - Technology isn't perfect, and a lot can go wrong during a live stream. The last thing you want is unrehearsed dialogue, or worse... dead air. Be sure to have a backup plan for every piece and person in your event, including:
  - Performances - the more individuals you include in an event, the higher likelihood of technical difficulties, absentees, etc...
  - Hosts & Emcees - Should any of these individuals go offline, have another person ready to take their place.
- **Always Monitor** - Have someone monitoring the live feed at all times. The host or performers may be too busy to notice if a problem arises.
  - Keep an open line of communication for all participants, in the event that anything goes wrong. This helps keep all people accounted for.
- **Choosing Content** - Be considerate when selecting your subject matter. You don't know who might be watching, so be sure your event is appropriate for all ages. Avoid copyrighted materials as well, as many stream services do not tolerate infringement and may stop your feed.



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