

## **As good event does three things (whether it's in-person or online).**

1. Makes relationships
2. Maintains relationships
3. Builds assets

## **Evaluate past events.**

- What events does your audience already know and support? Determine if you can take them online.
- Be critical and honest with yourself. What worked? What could have been better?
- Has attendance been growing or declining? New people should be attending each year, not just people you know.
- Taking your staple event online can be a good move that is an easier transition for your audience, given the event has shown to be effective in the past.
- Sometimes these events are easier online (ex: pancake breakfast). Sometimes they are more complicated to take virtual (ex: gala or trivia night)
  - Online galas offer the challenge of maintaining your audience's attention while they're not captive in a room.
    - Adonica offers solutions to this challenge in her video.
  - Trivia nights, while they keep your audience engaged, because they're playing a game, need a bit of tech know-how to pull off.
    - Enola offers tips and tricks to simplify this process in her video.



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## The best event to take online might not be your staple event, though.

- Consider past smaller events of yours that could be even more effective online than in person
  - Examples of easy online events that can be reproduced and live online for a long time:
    - Turning a 20 person book talk with the author into a podcast or posted as a video (maybe even streamed)
    - Animal shelter: Meet and greets for animals up for adoption could be streamed or uploaded to reach more people in shorter time without over-stimulating the animals
    - Center for Urban Agriculture: Online gardening workshops
    - Animal rescue group: Online obedience lessons
    - Museum: Virtual tours
  - Don't forget to tell your story and make a clear ask

## Here's how to tell when it's time to come up with a new event.

- Do your events build relationships with the right people?
  - The right event allows you to connect and build relationships with people whose values and interests intersect with those of your organization.
  - Your target audience isn't just anyone with disposable income.
  - The RIGHT event results in not just good attendance but also increased assets (donations, social media follows, emails on your list, more volunteers).
  - Don't have an event only because "you've always had it" or someone in your organization is emotionally tied to it.
  - If your organization serves people in poverty, maybe a gala full of dressed up people eating a fancy dinner isn't the right event.
  - Your audience doesn't expect you to do what you've always done right now. They know you can't. If you've ever questioned if an event is working, now is the time to shift.



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