

THURSDAY, AUG. 20
11 A.M. - 12 P.M.

VIRTUAL FUNDRAISING BEST PRACTICES



Speakers:

Jennifer Maggio
CEO, The Life of a Single Mom

Alicia Wiensneth
Senior Events Manager,
Make-A-Wish Foundation



AGENDA

- Welcome + Introductions
- Virtual Fundraising Best Practices
 - Guest Speakers
 - Shared Resources
- Angels of Change Grant Overview
- Closing

QUESTIONS?

BCBSLAFoundation@bcbsla.com

ONLINE



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WWW.BCBSLAFFOUNDATION.ORG

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Guest Speakers



Jennifer Maggio

Chief Executive Officer
The Life of a Single Mom

www.thelifeofasinglemom.com



Alicia Wiesneth

Senior Events Manager
Make-A-Wish Minnesota

Mn.wish.org

The HOW: Planning + Execution

- What worked?
- What didn't?
- Tips
- Lessons Learned
- Questions after each presenter

Guest Speakers



Jennifer Maggio

Chief Executive Officer
The Life of a Single Mom

www.thelifeofasinglemom.com



Alicia Wiesneth

Senior Events Manager
Make-A-Wish Minnesota

Mn.wish.org

Biggest Takeaways

- Embrace the change
- Social Media is invaluable
- Keep it short, sweet, and authentic

Shared Resources

- Videos of successful examples
- Presentation
- Best Practice Tips + What to avoid
- Other examples:
 - Virtual Tours
 - Social Media Campaigns
 - Virtual Races: RunSignUp website
 - Amazon Smile
 - Other?

Virtual Fundraising Best Practices

Shared Resources

Video Examples:

1. **Make-A-Wish MN Virtual Gala:** <https://www.youtube.com/watch?v=IUQGCAO-TLY>
 - Silent Auction: [Auction Harmony](#)
 - Impact Videos
 - Short program
2. **American Cancer Society South Region- White Out Cancer Gala:** <https://www.facebook.com/watch/?v=828753634326093&extid=rfKfvz9xgXh2SYe>
 - Silent Auction: <https://whiteout2020.ggo.bid/bidding/package-browse>
3. **American Cancer Society Capital Area Region- The Best Dressed Ball:** <https://www.facebook.com/BatonRougeBestDressedBall/videos/2736424523244345/>
 - Banner on screen listing donors and amounts during programming
 - Watch parties hosted and featured
 - Local Bar tender models how to make specialty cocktails at home- delivered kits to watch parties with ingredients
 - Live and taped musical acts
 - Included sponsors to do “commercials” during programming
4. **The Emerge Center Emerge Fest Gala:** live stream of Gala Happy Hour replay [here](#)
 - Recruiting volunteers to host watch parties
 - Live streamed on Facebook Live
 - Used text feature to donate funds
 - First day of Gala was spent on social media sharing impact stories
 - Had local restaurant owner model how to make speciality cocktails at home

Articles on Virtual Fundraising:

1. inRegister: <https://www.inregister.com/features/virtual-reality-best-dressed-ball-online-fundraising>
2. Business Report: <https://www.businessreport.com/newsletters/the-network/going->

ANGELS OF CHANGE



Louisiana
FOUNDATION

ANGELS OF CHANGE

QUICK FACTS

- **Amount:** 10 grants of up to \$250,000
- **Duration:** 3 years
- **No. of Payments:** 3

REQUIREMENTS

- **Matching Funds:** No
- **Partners:** Yes
- **Reporting:** Yes

Purpose

Made to coalitions of previous Angel Honorees and their partners working together to address the systemic health & quality of life issues impacting Louisiana's children

Deadlines

March 1, June 1, September 7, December 1

BR Youth Workforce and Empowerment Coalition Angels:



- **Front Yard Bikes-** Dustin LaFont
- **Humanities Amped** – Destiny Cooper
- **Line4Line-** Curtis O'Neil
- **The Big Buddy Program** – Gaylyne Mack



Pediatric Mobile Medical Clinic

Angel Award recipients who are part of the DRCHC family include:

- Yolanda Green RN, at a SBHC (2019)
- Dr. Raymond Hicks (2008)
- Sr. Sharon Rambin, manager of the SBHCs (2000)

Other Angel Award recipients from northwest Louisiana who are committed to partnering with Mobile Medical Clinic include:

- Sylvia Goodman (1998)
- Dr. Ruby Scroggins (2016)
- Carter Boyd (2011)
- Dr. Dee Barfield (2019)
- Dr. Thomas A. Pressly III (1999)
- Kassi Robinson (2015)

Key Traits

- Clear evidence of collaboration
- Solving systemic issues vs. expansion of organizations current efforts



ANGEL AWARD DATABASE

Filter by Year
All Years

Filter by Work Type
All Work Types
Autism
Community Development
Disability or Special Needs
Education/Academic Support
Emotional Support/Hardship/Trauma
Foster Care
Health & Nutrition
Homelessness/Homelessness Prevention
Mentoring
Performing & Visual Arts
Recreational Sports & Wellness

Filter by Region
All Regions

Past Honorees

The Angel Award Database is an archive of all those who have received the award since its inception in 1995. Click a year below to learn about our Angels.

QUESTIONS/DISCUSSION



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THANK YOU!

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Michael Tipton

Foundation President

michael.tipton@bcbsla.com

225-297-2849

Chloé Wiley

Foundation Initiatives
Manager

chloe.wiley@bcbsla.com

225-298-7826

Tanja Foil

Foundation Initiatives
Coordinator

tanja.foil@bcbsla.com

225-298-1851

Ben Mahoney

Communications/Special
Projects Manager

ben.mahoney@bcbsla.com

225-298-7377

