How to optimize your digital events in a time of crisis
Software designed to power your organizations, movements, and campaigns.

Liliana Espinoza uses NationBuilder at NALIP to run events, sign up members, and advocate for inclusion for Latinx people in film and television.
How to optimize your digital events in a time of crisis

- 3 must-haves for successful online events
  - Get the tech sorted
  - Create a good experience
  - Facilitate

- What types of online events for your community?

- Use NationBuilder to organise and manage online events
3 must-haves for successful online events
Get the tech sorted

Video conferencing software
Internet connection
Power
Audio
Using a video conference tool like zoom

- Make sure you’re muted!
- Drop your name in the chat and let us know where you’re from.
- If you have questions, share them in there as we go, and we’ll circle back to them at the end during Q&A
Create a good experience

Everyone should be on camera (if possible)
Mute!
Record
Content
Facilitate

- Set rules for participation
- Facilitation roles
- Introductions and icebreakers
- Leave time for Q&A/Debrief
What types of online events for your community?
Keep your community engaged with online events

- **Educational**
  - Share knowledge

- **Fundraisers**
  - Raise money online

- **Conferences**
  - Host debates
  - & large events

- **Community**
  - Connect on a personal level
Educational events: training and courses

- Experiential learning
- Active listening
- Practice
- Follow up
Fundraisers

- Before the event
  - Use tools like a money bomb and personal fundraising pages
  - Survey your RSVPs

- During the event
  - Show donation thermometer live
  - Breakouts groups - smaller configuration (depending on event)

- Post event
  - Follow up
Conferences

- Agenda: keep sessions short
- Allow for interactions at scale
  - with polls and reactions
- Follow up
Community gatherings

● Check-ins, story circles, community circles.
● Allow people to connect as humans
● Personal sharing
NationBuilder for online events
Collect RSVPs
Send Autoresponse
Use text Keywords
Tag your people

Raise money for the animals
We are hosting this event to ensure that pets in your neighborhood have a safe place to sleep at night! Make sure to RSVP and share with your friends and family.

Will you come?
First Name:
Last Name:
Email:
Use a moneybomb page

Collect pledges
Make it timebound
Send autoresponses
Tag your people
Understand your RSVPs

Luis Morton left feedback

I signed up to volunteer for the upcoming rally at city hall. I’m really looking forward to it and wanted to let you know I can also take photos during the event.

Frances Carr
20 mins
I just volunteered to lead a nature hike. Join me!
Support the Forest. Find a Hike Near You.
SavetheForest.com

Roger Matthews
Nashville, TN

I want to volunteer!
Communicate with your RSVPs

START WITH Everyone who signs up on Donate

Wait 2 days

THEN Send an email
Questions?
Send an email to srochford@nationbuilder.com

# Connecting Up
Stronger communities through technology