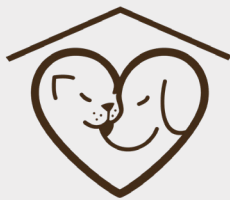




# Virtual event promotes engagement, lifts revenue



Cleveland **ANIMAL PROTECTIVE LEAGUE**

The Cleveland Animal Protective League’s mission is to foster compassion and end animal suffering. Incorporated in 1913, the APL is an independent, nonprofit humane society located in Cleveland’s Tremont neighborhood.

## WHAT WE DID

### This engaging virtual experience resulted in:

**\$204,000**

in revenue raised

**188**

screens engaged throughout event

**93**min

average viewing time



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### Need a breakthrough?

RKD Group is a leading fundraising and marketing agency to over 250 regional and national nonprofits. We have a team of more than 200 experts with deep skill sets in direct response marketing.

# Building an integrated program



THE CHALLENGE

## Switching to virtual during a pandemic

Due to COVID-19's continued impact on in-person events across the country, the Cleveland Animal Protective League had to make the difficult decision to take its annual Fur Ball virtual. Because this channel was completely new to them, they asked RKD Group for assistance in planning an engaging event that also promoted fundraising.



THE SOLUTION

## Developing an experience that appeals to donors

We worked with Cleveland Animal Protective League to develop an engaging event that would help them raise revenue. Because auctions were a large source of event funds, we helped them convert their in-person auctions to online and developed communication materials so that attendees knew how to access the auction portion of the event.

In addition to researching the platform options and helping them create a social experience online, we wanted to bring the event experience into the donors' homes. We worked together to develop party boxes to lift engagement and excitement surrounding the event. Boxes were delivered to the donors' homes by local volunteers, and included bandanas, branded swag and even a drink recipe to enjoy during the fundraiser.

BREAKTHROUGH •

# Engaged donors and expanded reach

The virtual experience left such an impression on the Cleveland Animal Protective League that they said they'd never host an event without a virtual component again – and it's easy to see why!

Raising more than \$204,000, the Cleveland Animal Protection League was able to deliver an event that allowed their loyal supporters to continue to engage with their favorite cause and socialize at the same time. The run of show was so engaging that 188 screens were actively engaged throughout the event, with the average viewing time

totaling 93 minutes. During the event, attendees were extremely chatty! The stage chat feature was popular, with 46 chat messages posted. 131 votes were cast in the pre-event polls that appeared onscreen. More than 250 messages were exchanged between participants during the event. And on the audience expansion front, because the event was virtual, the organization was able to reach donors who didn't really care to attend large and crowded in-person events.

